

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

VOL. LVI. NEW YORK, AUGUST 8, 1906.

No. 6.

**Ladies' Home Journal**  
**Saturday Evening Post**  
**Ladies' World**  
**Christian Herald**  
**Munsey's Scrap Book**  
**Munsey's Magazine**  
**McClure's Magazine**

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Above are **SOME** of the prominent publications whose subscription advertisements appeared in our columns in the past few months.

They used large space, and **PAID IN CASH** for the space—at our regular, published card rate—the same rate as **ALL** advertisers are charged for our space.

Experienced guides are safe to follow.

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**Think It Over**

**THE WOMAN'S MAGAZINE**

(LARGEST IN THE WORLD)

**ST. LOUIS, MO.**

**NEW YORK** — Flat Iron Building:  
A. A. HINKLEY, Manager.

**CHICAGO** — 1st Nat'l Bank Bldg.  
GEO. B. HISCHE, Manager.

# **Newspapers Worth Counting**

A book of 500 pages, edited by GEO. P. ROWELL, will appear Thursday, November 1st. Subscription price, One Dollar.

It will deal with about one-third of all the publications issued—all that print or ever said they thought they printed so many as 1,000 copies regularly—and will contain an epitome of all the information about the number of copies printed that has been collected by the Editor of Rowell's Newspaper Directory during the past 16 years.

It is a book that ought to be in the hands of every advertising man who wishes to be informed about newspaper values, and of every publisher of a newspaper who desires the best information available about what editions his competitors are issuing.

The publisher of a newspaper who knows any reason why his publication is specially worthy of the attention and patronage of advertisers, in other words, that his is "a newspaper worth counting," has the privilege of briefly setting forth that reason in the forthcoming book, in the form of a "Publisher's Announcement," or more fully in a quarter, half or a full-page advertisement, or by the use of an "Inset." To fail to do this is to lose an opportunity for economical publicity that will not soon occur again. The cost is nominal. The full story was told in the article beginning on the third page of the issue of PRINTERS' INK for Wednesday, August 1st.

Anybody who wishes to see, in advance, precisely how a specified newspaper, or other periodical, is to be dealt with in the forthcoming book, may obtain a manuscript copy of the matter to be used by sending an application accompanied by ten two-cent postage stamps.

**Address**

**PRINTERS' INK PUBLISHING COMPANY**

**No. 10 Spruce St., New York**

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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## EAST OF THE UNITED STATES.

The Island of Bermuda, stated in round figures, is situated six hundred miles from New York City, six hundred miles from Charleston, South Carolina, and six hundred miles from Halifax, Nova Scotia. The statement seems preposterous, but its accuracy is easily demonstrated by looking at a map as shown on a globe. We of the United States call the State of Maine "down east" and speak of it as the jumping off place, but travelers on a railway train find that mid night at Calais is one o'clock in the morning at the next station the train stops at; that New Brunswick, east of Maine, has a territory equal to that of the Pine Tree State; that Nova Scotia is east of New Brunswick with three quarters as much area, and east of Nova Scotia still comes Newfoundland which is as big as Ohio and has a healthy, prosperous principal city with more than 30,000 people, fully three-fifths as many as Portland, Maine, and situated at a point on the globe nearly as far east of Halifax as Bermuda is to the south of the same city.

A PRINTERS' INK reporter was in St. John, New Brunswick, at the time of the recent death of Mr. Zingg, the editor of the Little Schoolmaster, and on his return he found his acquaintances generally thought New Brunswick a part of Nova Scotia. It is in fact nearly half as big again as the other Province, having an area of 27,500 square miles, while Nova Scotia barely exceeds 20,000. Nova Scotia has a popula-

tion of nearly half a million, New Brunswick about one third of a million. Prince Edward Island, the smallest of the Canadian Maritime Provinces is the most densely populated, having over 100,000 people, a little area, and a little more than one half the population of our State of Delaware.

Halifax is 836 miles east of Montreal and 275 miles from St. John in New Brunswick. The last named place now has a somewhat larger population than Halifax but few Americans have any idea that such is the fact. There is some feeling of jealousy on the subject between the people of the two cities, such as there once was between St. Louis and Chicago, St. Paul and Minneapolis, Cincinnati and Cleveland, and, in earlier times between Salem and Boston and Philadelphia and New York. Halifax is the richer place, St. John the most thriving. St. John has at the present time about 50,000 population, not being much if any behind Portland, Maine, in this respect. Portland has four daily papers, St. John has five. In appearance and quality the papers of the two cities are about on a level. In the number of copies issued and in willingness to tell about them Portland is in the lead.

St. John is called "The City of the Loyalists." It was settled by Tories driven from the United States by the outcome of the Revolutionary War and the proscriptions, persecutions and confiscations by which these doubtless excellent people were induced to abandon their homes in the States.

The people of St. John appear to Americans to be precisely like

those of Bangor or Portland. The English flavor so readily noted in Montreal, Toronto, Quebec or Victoria is not to be perceived in St. John, but an American staying at the best hotel finds it difficult to control his feelings when he learns that a mail by which he knows there are important letters for him, which reached the city at 11 p. m. Saturday, will not be distributed until Monday: at 7 a. m., and that although he has to leave for his own country at 6.45 a. m., neither influence nor bribery can procure the release or delivery of that mail matter, though the hotel people will see to it that it goes west after him on the very next train. That the correspondence had to do with matters of life and death could not be made to change the conditions that custom had fixed. It was some satisfaction to learn that the good people of St. John are aware that in no other city of the Dominion of Canada, of equal importance, does such a condition continue to exist. Not long ago the leading hotel men of St. John had a meeting and presented their grievance to the Dominion Postmaster-General. They had American tourists for guests and these were not used to such things. They received reply that the matter would be looked into, but nothing ever came of it.

Of the five daily papers issued in St. John, the *Telegraph* morning, and *Evening Times* are said to have the same owners. The *Telegraph* is sold on the street for two cents a copy, the *Times* for one. The last named bears printed in red across its first page the legend, "Largest Afternoon Circulation in St. John" and claims an average daily issue of more than 7,000 copies. It is but two years old and has no rating in Rowell's Directory. The *Telegraph* had credit for 6,090 average issue in 1902 but does not seem appear to have made any definite report.

The *Sun*, morning, sold for two cents, and the *Star*, evening, for one cent, are issued from the

same office, and the *Star* claims to print more Want ads than any other paper in the city, a claim that an examination of the pages of the various papers hardly sustains. The *Sun* had credit in the Rowell book for an average issue of 3,619 in 1904, and the *Star* for 5,795 for the same year but neither paper has made any report since. Maybe that the best looking daily issued in St. John is the *Globe*, an evening paper sold for two cents. The writer was told on one or two occasions that it was the best paper. It had credit in Rowell's Directory for an average issue of 4,181 in 1897, but apparently the editor of that excellent work has not been convinced that the paper has issued half or a third of that number at any time since the twentieth century set in.

The PRINTERS' INK man brought specimens of the St. John dailies home with him and submitted them to the inspection of an advertiser who has had a good deal of experience in dealing with and valuing newspapers; asking him to look them over carefully, note the news, general reading matter, market reports, society, base ball, etc., together with a consideration of the advertising columns, and make known his decision by marking the papers 1, 2, 3, 4 and 5 in the order of merit as it appeared to him. The papers were returned marked as directed which led to their being arranged in the following order:

The *Daily Telegraph*, the *Evening Times*, *St. John Star*, *St. John Globe*, the *Sun*.

For classified advertisements he reported the *Daily Telegraph* to be materially in advance of any of the others.

#### NEW FORM OF "& SON."

"Murdock & Son" was the way the sign used to read, but it was changed last week to "James Murdock & James Murdock."

"I don't see why we didn't think of that a long while ago," said the senior partner. "Ten persons look at it now to one who looked at it before. 'And Son' doesn't mean much, but a repetition of names looks and sounds striking, and means dollars worth of trade."  
—*New York Sun*.



**“In  
Philadelphia  
Nearly  
Everybody  
Reads  
The Bulletin.”**

**NET PAID AVERAGE FOR JUNE**

**220,699**

**COPIES A DAY**

“The Bulletin’s” circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Publisher**

## BUILDING UP MAGAZINE CLASSIFIED.

ROBERT FROTHINGHAM TELLS HOW "EVERYBODY'S" HAS DONE IT—LIBERAL ADVERTISING BOTH FOR READERS AND ADVERTISERS—NOT AS EASY AS IT MIGHT LOOK—HOW MAGAZINE CLASSIFIED FEEDS THE DISPLAY, AND VICE VERSA—RESULTS FROM SINGLE ADS ALMOST UNBELIEVABLE.

The classified advertising in *Everybody's Magazine* has aroused wide interest and emulation among other magazine publishers. This is a department of which it seems proper to say that it is "advancing by leaps and bounds." It began in January—two pages. By May there were eighteen, and though in the dull summer months the department dropped to twelve pages, it is expected that there will be twenty-five by Christmas. A not unreasonable expectation is that *Everybody's* can get fifty pages of this small liner business by the end of 1907. A good many other magazines have added classified departments, but whether they are of the leaps-and-bounds kind is still doubtful. Just now there seems to be no good second in the field.

"Who started this thing? How is magazine classified built up?"

These questions were put lately to Robert Frothingham, advertising manager of *Everybody's*.

"It began with a conversation between Mr. Ridgway and Mr. Thayer, who decided to test the idea. Then we sent out a small announcement to certain classes of advertisers, and described the new feature in the magazine itself. Some business came in. We printed it. That brought more. New ways of soliciting magazine classified were found, the agencies were interested, and so the thing grew like a snow ball. But there was an infinite deal of pushing. Don't fancy that such a department will grow like Topsy. Building it up to present proportions has been just the toughest hustle anybody would want to engage in. But we've got a start, and now lead the field, and if

newspaper principles hold good in magazine classified, it will be hard for another publication to pass us now.

"Circularizing has been one of the important mediums. Advertising in newspapers and magazines to interest people in reading the department was a third. And on top of that came plain soliciting—we have two men in New York, two in Boston, two in Chicago, one in Philadelphia and one in St. Louis, all soliciting this classified. A young man in my office here, Mr. B. L. Chapman, was put on the circularizing job. He has been working days, nights and Sundays at it. At times he has circulars about this department going to a dozen or more different classes of small advertisers—something showing each how to accomplish his particular end, whether it is selling real estate, automobiles, a mail novelty or finding a high-grade employee.

"First we made up lists. All the magazines were searched for small advertisers—those who used half-inch to three-inch display ads. Then we clipped hundreds of the better classified ads from newspapers all over the country, taking care to keep out the fakirs and swindlers and quacks. These names were classified according to lines of business, and then the circularizing began. When we sent a piece of literature to a small advertiser we tried to show him a sensible advertising plan—how to do it, how to write his copy, how to follow it up, and so forth. Many of the arguments used in circulars were codified for PRINTERS' INK, which we have employed constantly in building up this department. In newspapers and magazines we told the general public about our new stunt, which made a reading public for it immediately. And in the five big cities named we have men on the ground who read the papers, hunt up small advertisers and get them in.

"One odd circumstance at the start was the indifference of the advertising agencies. We couldn't

get them interested. They thought four-line magazine ads small potatoes. So during the first few months all the business came direct. The agent who talked about creating new advertisers was dumb when it came to creating these little fellows. We had to create them ourselves in the beginning. But when the department began to grow, something funny happened. A man out West would send his ad direct the first time. Next time it would be pretty certain to come through an agent, and when we looked into this we found that the agencies had come round, and were gathering in the new advertisers we had created. Did we resent this? Well, I should say not! Finest thing that could happen to a new advertiser, getting his own agent. We have over 100 agencies on the list that send this liner business, and seventy-five per cent send something monthly. Fifty per cent of the classified now comes through agents, and every agency is working with these beginners to make their advertising more effective, to help them with copy, to suggest follow-up methods, to build them up into display advertisers, and what is even more important than all, to give us some assurance of the advertiser's integrity.

"I said that we had tried to keep out the fakirs. It is difficult. We have been fortunate—very fortunate. Readers are requested to report to us instances of questionable advertising in the classified and complaints have been very few, so we have built clean business. But it is a physical impossibility to investigate all who send liner business. In display advertising everything can be investigated, but with classified we often have no guide but the man's advertisement. This is often thrown out on account of its proposition—we take no medical or questionable financial in this department, and flowery language, big promises or other earmarks of the fake lead to instant rejection. The classified in

newspapers seems to be the stronghold of the fakir, and this doubtless comes, not from mercenary motives on the newspaper publisher's part, but from impossibility of always detecting the small advertiser who is off color.

"Some publishers thought that this classified would soon hurt our display business. But we find they feed one another. The classified feeds the display by getting in small advertisers who soon develop good methods and grow. They can't grow very big in the liners, because we don't accept any advertisement for this department containing more than twelve lines. Sometimes a man will divide twenty lines into two or three separate announcements. But we want those who grow up to an inch to try display, partly for their own sake, partly for ours. If large ads were accepted in the classified they would soon destroy the clean-cut, even readable appearance of those pages—just on appearance the classified is probably the best-read portion of *Everybody's*. No display type is permitted, no cuts, and no caps except in the first line. The display pages feed the classified to a much greater extent, and without decrease in display business. One of our general publicity advertisers, for instance, wanted to determine to what extent his display advertisement pulled. It had no offer of any kind, and not even an address, but was, in substance a 'Use Blank's soap' announcement. He went into the classified with a small liner that was linked with his display ad, so the two went together, and made an offer of a booklet, with name and address. The number of replies he received convinced him that general publicity pulls to a much greater extent than is supposed. Other display advertisers print liners calling attention to their main announcement. In certain cases display advertisers have asked us if we considered the use of these small ads in keeping with their dignity as large business houses. We say yes—consider the character of *Everybody's*. Our new

hotel department, which carries display cards of hotels in leading cities, and is run in connection with a service that gives information and engages rooms, was a direct outgrowth from the classified. As an indication how this department is read, we have had many requests for display position on the pages preceding and following the classified ads, and in some cases advertisers have even offered a premium. But under conditions of making up the magazine it is impossible to assure these positions. Some classified advertisers quickly grow into quarter and half page display. Practically all the classified, though much of it comes in first as one-time experimental advertising, is repeated. In the department of 'High-grade Help Wanted' this does not apply, of course. This has been one of the sections that showed quickest growth. A national service of this sort, which searches the whole country for help instead of one city, seems to have been a convenience that hundreds of business men were looking for. Real estate is another quick-growing section—until *Everybody's* came into classified there was really no economical way for the realty man, always a generous advertiser, to put his proposition before the public in the magazines."

*Everybody's* classified pages carry forty separate announcements each, and though the publishers' revenue from a liner page is not so great as from a display page, it is believed that magazine classified, like the liners in newspapers, has direct circulation value attracting readers and selling copies on its own account. After September 1 the rate for this business will be advanced to \$2.50 a line. It is the intention to continue advertising this department through the coming fall and winter, especially in general mediums.

The department has its humors. In one of the earliest issues a four-line ad was received direct from a man in Illinois. It was an

honest ad, but it seemed as though the man could never get his money back on his particular proposition. He sold tacks and nails, and wanted people to send him a dime for 200 samples. That looked unpromising. But even more so was the way in which he had worded his ad. Instead of the old formula, "I want to help you make money," the man in Illinois opened up by saying "I want you to earn money for me." The whole thing looked tacky, in fact. But it was decided that the man ought to know his own business. He seemed a grown-up man. He was honest. So the ad went in as written.

That issue hadn't been out long before a telegram came from the man in Illinois: "Repeat ad till forbid; doing big business; have sold other business." His proposition was not as tacky as it looked.

If an advertising solicitor were to come around and tell what some of the advertisers in this classified department say they get in returns, he would probably be kicked out of any office as an irresponsible liar. But *Everybody's* has what seem to be bona fide letters to back up these cases:

With one \$9 ad, in twenty days, the Farm Development Co., of Chicago, sold \$77,000 worth of cheap Texas land and made a profit of \$5,500. The Stevinson Colony, of San Francisco, dealing in California lands, stated that one ad brought eleven times as many replies as were received from 200 county newspapers, and at one-sixth the cost. Over \$20,000 worth of Canadian land was sold with one ad by the Kent Realty and Investment Co., Grand Forks, N. D. The department seems to be a live one on automobiles, too. A \$9 ad sold eleven machines in three weeks for the Times Square Automobile Co., New York City, and other houses in this line report good workable replies from wide territory. The Naturo Company, of Salem, N. J., made a comparison with display advertising in two leading weeklies and found that a small

liner in this department pulled more replies than either of them with two insertions per month. Other advertisers report results in securing that very scarce article, a good local agent, and in all kinds of deals, from selling dogs to brick-machines, there are advertisers who have written in to give exact figures of number of replies, number of orders and amount of business done on a single liner.

#### CIRCULATION SCHEME.

A story of a missing heir and a fortune awaiting an owner was told with a wealth of interesting detail in several New York papers last Monday morning.

The alert young men who read papers for the city editors all saw a little *Herald* ad in which John Cox, staying at the Waldorf-Astoria, offered a reward for the address of Henry Pollexfen and for a Spanish gold piece lost in Fifth avenue.

Mr. Cox's Sunday luncheon was not digested when reporters began calling. Settling himself in a luxurious arm-chair, he spun a yarn of crime and mystery. He was an Englishman, he explained, and was connected with an agency that makes a business of tracing lost persons.

Last November, Mr. Cox told the reporters, Henry Pollexfen, retired steamship captain, was foully done to death in London. The captain's fortune was estimated at \$700,000 and part of it was in coins in an old chest. His only heir was his son, believed to be somewhere in America. The only clue to his whereabouts was a queer old coin, which Mr. Cox had unfortunately lost in the street.

All this and much more the voluble Mr. Cox told the reporters, and they played the story up.

Tuesday's *Evening Journal* contained a half-page ad, in the upper part of which were reproductions of the scare heads and introductory paragraphs of various versions of the Cox-Pollexfen tale. Beneath was a grateful acknowledgment of the service rendered to the *American* by its neighbors in advertising "Doubloons," a novel of crime and mystery, soon to begin running in the *American*. The opening chapters were outlined by "Cox" to the obliging reporters.—*Fourth Estate*.

### Lincoln Freie Presse

Lincoln, Neb.

Actual Average  
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

## HIGH WATER

Marks in circulation

don't tell enough. The

yearly average is better,

but best of all is the

statement of circulation

for each and every day

of the preceding month

printed in every issue

of The Chicago

Record-Herald.

When you think of Des Moines and Iowa  
you should think of

## The Des Moines Capital

The Capital has the largest circulation in the city of Des Moines that has ever been attained by any Des Moines newspaper. The city circulation is many thousand greater than that of any competitor.

It is absolutely essential, if you wish to procure the greatest market in Des Moines and central Iowa, that you use the Capital. The service that the Capital renders is exclusive and can be secured in no other way. Thousands and thousands of readers read no other Des Moines or Iowa newspaper.

The circulation regularly exceeds 40,000 daily. In May it exceeded 50,000 and in June it exceeded 60,000, the extra circulation being due to the heated political campaign in this State.

The advertising rate is 5 cents a line flat.

EASTERN OFFICES:

CHICAGO, NEW YORK,  
87 Washington St. 166 World Building.  
LAFAYETTE YOUNG, Publisher.

# AS ONE HUNDRED IS TO ONE.

To those who read in last week's issue of **PRINTERS' INK** the plan outlined for a new book to appear November 1st, denominated *Newspapers Worth Counting*, and who are aware that advertisers fix the value of advertising space at a specified number of cents or fractions of a cent a line for each thousand times a paper reproduces the advertisement in a single issue, it cannot fail to be interesting to consider the statement, that only one paper in every three prints with regularity an edition that comes up to a single thousand.

Many periodicals devoted to special interests charge as much as ten cents per line for each thousand issues given to an advertisement. **PRINTERS' INK** charges rather more than one cent a line for the same service; but there are daily papers that on yearly orders will guarantee to place announcements in more than ten thousand copies for one cent a line. It will be perceived that the man who consents to pay ten cents to one paper for a service that another paper will perform for one-tenth of a cent must think he gets from the first some additional quality or thing which the second cannot give him. What that quality or thing may be is a subject with which the advertiser has to deal in accordance with his judgment, and he often finds it a difficult problem. He may readily conclude that his announcement in a copy of the *Churchman* may be worth as much to him as it would be in a hundred copies of the *War Cry*, the organ of the Salvation Army, or that a single reader of the *New York Evening Post* would possess, on an average, a buying power equal to that of a hundred average readers of the *Evening Journal*. But while he has no difficulty about deciding the comparative power to benefit him possessed by the conspicuous examples of class publications mentioned, he is still at sea when he comes to weigh and measure the comparative merits of dozens or

hundreds of other publications, all more or less deserving, but concerning whose merits he has no certain method of familiarizing himself. This forthcoming volume, *Newspapers Worth Counting*, which will be sold for a dollar, will tell all that can be known of the editions printed by the about eight thousand publications that issue regularly more than a thousand copies. It gives a synopsis, an epitome of the substance of sixteen years of gleanings culled from publishers' reports and the opinions of competitors and others interested in obtaining the peculiar sort of knowledge here referred to. The book, however, will not attempt to designate or measure the quality or extent of that sort of character or virtue that makes a thousand copies of one paper worth to an advertiser as much or more as ten or even more than a hundred thousand copies of another. With that subject the forthcoming book invites the publishers themselves to deal, and as their arguments will be bids for advertising patronage and possess advertising value, they are to be treated as advertisements and charged for as such.

The publisher of any newspaper or magazine who knows any reason at all why his publication is more worthy than the general run of its competitors of the attention and patronage of advertisers, and who has the ability to tell what that reason is, in words that will carry conviction of his good sense, his honesty and truthfulness, and who fails to avail himself of the opportunity to speak his piece in the form of a "Publisher's Statement" or a straight-out advertisement in the forthcoming book, is likely to miss an opportunity for effective publicity that will not soon occur again.

*Newspapers Worth Counting* will be a curious book, an interesting book, a book that no other than its publishers possess the material for composition and with which no person other than its editor, Mr. George P. Rowell, is so competent to deal.

## AN OUTDOOR SALESROOM, securing conventions for the Hub.

"A Beacon street backyard" is a term familiar in Boston, and means about all that can be imagined in the way of dreariness and bareness. Like all such enclosures in cities, it has a rear fence, a bare expanse of brick paving, some clothes lines, an ash barrel, a garbage can or two, and similar adjuncts of domestic economy.

L. Haberstroh & Son, a firm of Boston decorators dealing in garden accessories such as benches, sun-dials, balustrades, tables, columns, urns, figures, gazing-globes, etc., had precisely this sort of yard at the rear of their salesrooms, 647 Boylston street. Last year they conceived the idea of turning this waste space into a salesroom for such things, and after it had been remodelled throwing it open to the public. This spring a striking



change has been wrought in the place. Loring Underwood, a Boston landscape architect, furnished a design which brought into an enclosure 25x25 feet a pergola, a small fountain, snug nooks with benches, tables, etc., as well as a carpeting of grass, with ornamental shrubbery. When it was complete the firm named it the "Garden Studio," and began to advertise for visitors in Boston papers.

Attention was attracted immediately not only among Bostonians who saw the point and left orders or made purchases, but from visitors as well. The Garden Studio is opposite the Boston Public Library, right on the route of the pilgrim. Part of the new Mayor's advertising plan is

If many of these come, it will be an excellent thing for the Garden Studio, for during the Christian Science and American Medical Association conventions in early summer this *al fresco* salesroom was visited by parties from both camps, and the therapeutic value of an artistic backyard seemed to be one technical point that both agreed on. During important conventions the firm usually publishes an invitation in the newspapers, using the *Transcript* and *Record* infrequently, and in nearly every case there is a response in visitors, with resultant sales.

Everything exhibited in the garden is for sale in duplicate, of course, and the difference between such accessories in an indoor salesroom, in order, and their disposition in a striking ensemble outdoors, as installed for actual service, is obvious enough. Not only are accessories sold, but since the Garden Studio was opened the firm has received commissions to remodel many rear yards according to original designs by Mr. Underwood. To take care of out-of-town inquiries from the advertising and give visitors something tangible as a souvenir, a booklet called "A Brochure on City Yard Gardens" has been published, showing views of the Garden Studio itself, and other yards the firm has remodelled.

The outdoor salesroom idea is one that could probably be applied to other lines of business. Not every line is suited to it, of course—it would not do to take a stock of confectionery or millinery out and expose them to the elements. Not every business house is so situated that outdoor space is available. But in every city there are certain businesses housed in old residences with yards, and where the merchandise and the location go together, the attractions of an outdoor salesroom are certain.

THE prejudiced advertiser stands in his own light and often lets his shadow cover his opportunities.—Robert Frothingham.

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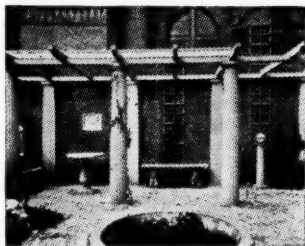
*Newspapers Worth Counting* will be a curious book, an interesting book, a book that no other than its publishers possess the material for composition and with which no person other than its editor, Mr. George P. Rowell, is so competent to deal.



## AN OUTDOOR SALESROOM, securing conventions for the Hub.

"A Beacon street backyard" is a term familiar in Boston, and means about all that can be imagined in the way of dreariness and bareness. Like all such enclosures in cities, it has a rear fence, a bare expanse of brick paving, some clothes lines, an ash barrel, a garbage can or two, and similar adjuncts of domestic economy.

L. Haberstroh & Son, a firm of Boston decorators dealing in garden accessories such as benches, sun-dials, balustrades, tables, columns, urns, figures, gazing-globes, etc., had precisely this sort of yard at the rear of their salesrooms, 647 Boylston street. Last year they conceived the idea of turning this waste space into a salesroom for such things, and after it had been remodelled throwing it open to the public. This spring a striking



change has been wrought in the place. Loring Underwood, a Boston landscape architect, furnished a design which brought into an enclosure 25x25 feet a pergola, a small fountain, snug nooks with benches, tables, etc., as well as a carpeting of grass, with ornamental shrubbery. When it was complete the firm named it the "Garden Studio," and began to advertise for visitors in Boston papers.

Attention was attracted immediately not only among Bostonians who saw the point and left orders or made purchases, but from visitors as well. The Garden Studio is opposite the Boston Public Library, right on the route of the pilgrim. Part of the new Mayor's advertising plan is

to be an excellent thing for the Garden Studio, for during the Christian Science and American Medical Association conventions in early summer this *al fresco* salesroom was visited by parties from both camps, and the therapeutic value of an artistic backyard seemed to be one technical point that both agreed on. During important conventions the firm usually publishes an invitation in the newspapers, using the *Transcript* and *Record* infrequently, and in nearly every case there is a response in visitors, with resultant sales.

Everything exhibited in the garden is for sale in duplicate, of course, and the difference between such accessories in an indoor salesroom, in order, and their disposition in a striking ensemble outdoors, as installed for actual service, is obvious enough. Not only are accessories sold, but since the Garden Studio was opened the firm has received commissions to remodel many rear yards according to original designs by Mr. Underwood. To take care of out-of-town inquiries from the advertising and give visitors something tangible as a souvenir, a booklet called "A Brochure on City Yard Gardens" has been published, showing views of the Garden Studio itself, and other yards the firm has remodelled.

The outdoor salesroom idea is one that could probably be applied to other lines of business. Not every line is suited to it, of course—it would not do to take a stock of confectionery or millinery out and expose them to the elements. Not every business house is so situated that outdoor space is available. But in every city there are certain businesses housed in old residences with yards, and where the merchandise and the location go together, the attractions of an outdoor salesroom are certain.

THE prejudiced advertiser stands in his own light and often lets his shadow cover his opportunities.—Robert Frothingham.

## LIVE LAUNDRY ADVERTISING.

THE CAMBRIDGE LAUNDRY ALWAYS HAS SOMETHING TO TALK ABOUT, AND TAKES HALF-PAGES IN BOSTON DAILIES TO DO IT—SOME OF THE ISSUES ON WHICH CAMPAIGNS HAVE BEEN MADE—"WET WASH" THE LATEST SUBJECT.

About a dozen years ago a young man named M. M. Johnson came into possession of an ordinary looking laundry doing a fair business at Cambridge, Mass. After looking around and taking stock he set out to get more business for this plant and to build it up mechanically. Advertising had interested him from the time when as a boy he admired the old jingles that were once used to advertise Plymouth Rock \$3 Pants—a pioneer line of advertising fresh in the memories of those who were boys twenty years ago. He had never seen any laundry advertising, but thought that jingles might serve to interest people in sending their family washing to a progressive establishment. To give his place distinction, however, it seemed as though something peculiar to the Cambridge Laundry ought to be featured. After some investigation and estimating, this requisite feature proved to be a pasteboard box in which to deliver clean linen. Until that time laundrymen in his neighborhood had sent home work wrapped in a bundle.

When his first lot of paper boxes arrived Mr. Johnson took spaces in Boston and Cambridge street cars and filled them with jingles. The verses may have been crude, but they attracted attention, and within a short period results began to be apparent in the increase of family work brought in from routes by drivers. Realizing that there was an advantage in pushing this new issue, the paper box, while it was novel, he then took half-pages in Boston Sunday papers, printing the large ads several Sundays in succession and then following up with smaller ones. Not many weeks of this sort of thing went on before the

Cambridge Laundry had about all the business it could take care of, and advertising had to cease until additions could be made to the plant and wagon service.

This advertising also raised a swarm of competitors. Soon every laundryman in that neighborhood was either estimating on pasteboard boxes or searching for some way to kill the new feature. The latter was easier than the former. Under the first system adopted by Mr. Johnson his boxes were used over and over again until worn out or soiled. "Aha! germs!" croaked the opposition; "you don't want your linen to come home in a box that everyone else has used, do you? Think of the chances for conveying contagious diseases."

What seemed a setback, however, was soon turned into another advertising feature. The proprietor of the Cambridge Laundry made some closer estimates and then took more newspaper half-pages to announce that each time you sent your family wash to his plant it came home in a brand new box, and that all boxes sent back to the laundry with soiled linen would be destroyed. About this period the Boston newspapers began to run colored supplements, and the new printing facilities were pressed into service to show a fac-simile of the box in colors. The plant had been enlarged, but again the campaign was stopped after a few weeks for lack of facilities to take care of increased business.

From that time until now this laundry has been steadily advertised. To-day it has an admirable modern equipment, while the delivery service covers Boston and its suburbs with twenty wagons and two large automobiles. Mr. Johnson is not a constant advertiser, but has always had the feeling since his first essay into newspapers that nothing short of a half-page is likely to give him the wide publicity he seeks when he wants more business. Sunday is his chosen day, and usually two papers are used—the *Globe* and

*Herald.* He also likes to feel that he has something new to offer in his advertising. One campaign was made on his trademark, which is painted on every wagon, a device in which the phrases "Famous flexible muslin, collars cannot crack," are worked up in novel form. Another campaign was centered on his guarantee of the safety and longevity of linen sent regularly to the Cambridge Laundry. Any shirt laundered by him exclusively and not in wearable condition at the end of a year is replaced instantly and cheerfully by one of equal value. This guarantee appears in all advertising.

While the newspaper publicity is intermittent, a constant stream of literature is being sent to mailing lists throughout the year. This matter takes the form of novelty folders or the stock kind, lithographed by the Livermore & Knight Co., Providence, R. I. Holidays are usually selected as the best seasons for mailing something distinctive. These folders have space inside for ample printed talks. The conversational tone permeates all Mr. Johnson's advertising, a short chat about laundry work being considered by him the most effective form of copy. One piece of literature that drew requests for additional copies was a cut-out figure of a cat, lithographed on pasteboard, with an inscription on its collar—"I am the Cambridge Laundry cat, and I haven't seen the canary all day." To the animal's whiskers were fastened two or three yellow feathers. This novelty would be instantly condemned by an ad critic as having no bearing on laundry work, but it unquestionably created interest, and interest eventually turns into orders. No way has ever been devised of tracing direct returns from literature, street cars or newspapers, but Mr. Johnson says general results enable him to tell very definitely when publicity is paying. Orders increase after advertising, coming in by mail, over the telephone and in the wagons.

Family washing is the target that laundry advertising must be aimed at. Solicitors can get hotel, barber-shop and branch trade, which consists largely of the bachelor's bundle. Family work is regular through the year, once a customer establishes relations with the delivery service. The average family bundle contains about forty cents' worth of work, and about one-third the cost of handling it from collection to delivery is that of the wagon service covering residence districts. To build up wagon routes that are weak, mail literature sent to names taken from the telephone directory, the blue book, apartment house mail-boxes, etc., is direct and productive, provided each thing sent out tells a good story and points to advantages of work and service. Weak routes can also be built up by soliciting in connection with mail advertising. Branch and hotel trade involves large quantities of work, so that a solicitor can visit such prospects repeatedly. Some residential routes, though, can only be covered once by solicitors. In such promotion it is advisable to send a bit of literature in advance, then have the solicitor call, and after that follow up with a second piece of mail matter announcing that in a few days the wagon will call for a trial bundle. Where such a succession of arguments is brought to bear on a list of good names the new business created builds up the route to maximum facilities for taking care of work.

A recent novelty in the Cambridge Laundry is one that promises to be of interest to laundrymen in every section of this country. It is known as the "wet wash." Some years ago a laundryman in Lynn, Mass., started it, according to report, and from there the idea has spread rapidly around Boston. A hardwood box, bearing a number, is left with families desiring this service. This box holds a good-sized family washing, and is called for once a week or oftener, taken to the laundry and its contents washed

in a machine with compartments, so that each family's washing is done separately. After washing the clothes are put through an "extractor" which whirls out most of the water by centrifugal force, and sent home to the customer the same day, just about damp enough for ironing. The charge for a box of this "wet wash" is only fifty cents, and all the plain clothing, bedding, etc., that can be crowded into the box is washed for this amount, the customer doing the ironing. Collars, shirts and fine articles are done at regular prices. Compartments in the washing machine make it unnecessary to mark clothes, and there are other labor-saving devices that bring "wet wash" into direct competition with the washwoman, who has thus far served families who could not afford to send a weekly batch of laundry costing several dollars under old methods. As little machinery is needed to start a "wet wash" plant, this new service has attracted men with moderate capital. In the Cambridge Laundry a large addition to the plant recently built has been given up to a separate "wet wash" department, and this is advertised separately in the Cambridge papers only, as well as by circulars. Owing to the low price at which the work is done, delivery cannot be made at long distance. But where a purely local trade is built up around a plant, "wet wash" is profitable and a class of work that comes steadily.

#### INAUGURATION OF AN EXTENSIVE AD CAMPAIGN.

The National Cigar Stands Co., whose advertisements are now making their appearance in the leading daily newspapers throughout the United States, was organized but a few months ago, with Louis K. Liggett, of Boston, as president, and founded for the purpose of selling cigars and tobacco products directly to the consumer without the intervention of the jobber or middleman.

Its first problem has been to in-

terest and secure the co-operation of the druggists of the country in their plan.

Mr. Liggett, who is also president of the United Drug Co., the original co-operative proprietary remedy corporation of this country, has been able, through his wide acquaintance with the trade, to secure thus far contracts with over 2,000 druggists to handle the goods of the company and to carry on the retail cigar business under a well-perfected plan.

The plan contemplates the development and practical control of the cigar business by one druggist in each town and in the various definite districts of all the larger cities. It is a well-known fact that the cigar stands as at present conducted in a majority of the drug stores do not measure up to the full level of their possibilities. It often happens that a druggist will put in a new line of cigars and then through various causes will allow the supply to become exhausted or the selection to become indifferent in quality, and thus drive away what little trade has been built up.

As a majority of the stockholders of the National Cigar Stands Co. are druggists and as the arrangement made with those who handle the company's product is co-operative in character, it follows that those druggists become in fact manufacturers who retail their own cigars. Under this plan the druggist secures his stock at only a slight advance over the cost of manufacture and can therefore retail them to the consumer at lower prices than were possible under the old methods of buying from jobbers or wholesalers.

The National Cigar Stands Co. furnishes each one of its co-operative dealers with a very fine cigar stand made of gun metal, plate glass and marble, together with two illuminated signs displaying the National Cigar Stand's trademark, one to be suspended above the stand and the other in the window. The company has experienced considerable difficulty in getting these

stands made fast enough to equip the drug stores that have joined the combination.

The object of the advertising which is now appearing throughout the country is to call attention to National Cigar methods and to impress upon the public the fact that the best cigars manufactured, and especially those that are liberally advertised, can be found at the stands of the company at reasonable prices.

The announcements emphasize the fact that not only does the National Cigar Stands Co. make the very best cigars, but presents them to the customers in prime condition, every stand being equipped with a humidor for that purpose. Moreover, patrons can tell from the hydrometer which is in plain sight whether or not the stock is just right before the clerk takes the box containing his favorite brand of cigars from the case.

The artistic work on the National Cigar advertising is forceful and original in character. In every advertisement is conspicuously displayed the trademark of the company, in order that the public may be made familiar with its appearance. Some novel effects in black, white and gray are employed in the illustration. The advertisements have such a pronounced individuality that it would be impossible for anyone to overlook them in glancing over the columns of a newspaper.

The space used varies in size from one-quarter to a full page. These advertisements appear twice each week in the list of papers carrying the contract. It is expected that this list will contain the names of 900 papers by the time the work of placing the contracts for the business is completed.

All of this advertising, which is placed by the Ben. B. Hampton Co., is being done at the expense of the National Cigar Stands Co., the local dealer in each instance receiving the full benefit without expense to himself.

The name of the druggists in

each place in whose stores the stands have been established appear in the advertisements.

It is expected that as a result of this unusual and extensive advertising campaign the National Cigar Stands will become firmly established in popularity, and the druggists will discover that in them they have a very large source of revenue.

FRANK L. BLANCHARD.

#### VOLUME OF THE MAIL-ORDER.

In the past eighteen years there has grown up in this country what is known as the mail-order business. This consists of great general and specialized merchandizing houses located in the great cities, dealing with hundreds of thousands of people in the rural districts, through the mails. A man located forty miles from a railroad station can now order a tombstone from Montgomery Ward & Co., or Sears, Roebuck & Co., or even, as was recently ordered from the latter house, twenty elephant trucks for India. So great has this business become, that these two houses alone did over seventy millions of business by mail last year, and the total volume of this business in this country alone in 1903 exceeded one billion of dollars.—From a Pamphlet by the Lewis Publishing Company of St. Louis.

THE street-car men have made much of John Wanamaker's daily cards in New York cars. But now the daily newspaper camp has its revenge. Not long ago the card read: "To-day thirty special under-price offers. Every item extraordinary value. See the newspapers without fail."

#### NEWSPAPER HEADINGS ILLUSTRATED.



"THE NORTH AMERICAN."

# A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his name for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star

## ALABAMA.

Birmingham. Ledger. *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

## ARIZONA.

Phoenix. Republican. *Daily aver.* 1905, 6,381. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

Fort Smith. Times. *dy.* Act. av. 1905, 3,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,965.

## CALIFORNIA.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.

Oakland. Herald. Average May, 1905, 19,552. Av. June, 1906, 22,010. Largest circ. in Oakland.

Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.


San Francisco. Pacific Churchman, semi-mo.; Episcopalian. *Cir.* 1905, 1,427; May, 1906, 1,700.

San Francisco. Sunset Magazine, monthly, literary; two hundred and eight pages. 528 Circulation 1904, 48,916; year ending Nov., '05, 59,416. I. L. McCormick, 120 Jackson Boulevard, Chicago, Illinois, Eastern representative. William A. Wilson, 44 East 23d St., New York City, New York representative. Home Offices, 431 California Street.

## COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. Aver. for 1905, 44,320; *Sy.* 60,104. Average for June, 1906, *dy.* 52,020; *Sy.* 71,648.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Ansonia. Sentinel. *dy.* Aver. for 1905, 5,022. E. Katz, Special Agent, N. Y.

Bridgeport. Evening Post. Sworn daily av. 1905, 11,025. E. Katz, Special Agent, N. Y.

Bridgeport. Telegram-Union. Sworn daily av. 1905, 10,171. Want ads one cent a word.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905, 7,578.

New Haven. Evening Register, daily. Actual av. for 1905, 15,711; Sunday, 11,511.

New Haven. Palladium. *dy.* Aver. 1904, 7,857; 1905, 8,656. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1905, 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

New London. Day. *evg.* Aver. 1905, 6,109; 1st 3 mos. 1906, 6,012. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average year ending Dec., 1905, 2,170. Apricitric, as certified by Ass'n Am. Advs., all returns deducted, 2,869.

Norwich. Bulletin, morning. Average for 1904, 5,550; 1905, 5,920; Nov., 6,582.

Waterbury. Republican. *dy.* Aver. for 1905, 5,645. La Coste & Maxwell, Spec. Agents, N. Y.

## DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 55,550 (©).

## FLORIDA.

Jacksonville. Metropolis. *dy.* Av. 1905, 8,920; 1st 4 mos. 1906, 9,407. E. Katz, Sp. Agent, N. Y.

## GEORGIA.

Atlanta. Journal, *dy.* Av. 1905, 46,038. Sunday 47,998. Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 57,977; semi-wk., 74,281.

Atlanta. News. Daily aver. first six mos. 1906, 24,608. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn aver. first six mos. 1906, 62,966 copies monthly. Beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta. Chronicle. Only morning paper. 1905 average, 6,045.

## ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; first six months of 1906, 6,245.

Chicago. Citizen. Daily average first six months 1906, 1,529.

Champaign. News. First four months 1906, daily, 5,076; weekly, 8,446.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©).

Chicago. Breeders' Gazette, weekly; \$2.00. Average circulation 1905, 1st Dec. 31st, 66,665.

Chicago. Dental Review, monthly. Actual average for 1905, 5,705.

**Chicago, Examiner.** Average for 1905, 144,800 copies daily; 2% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by association of American advertisers. Smith & Thompson, Representatives.


**Chicago, Farm Loans and City Bonds.** Leading investment paper of the United States.

**Chicago, Farmers Voice and National Rural.** Actual aver., 1905, 50,700. Jan., 1906, 42,460.

**Chicago, Inland Printer.** Actual average circulation for 1905, 15,866 (©).

**Chicago, Orange Judd Farmer.** Only agricultural weekly covering the prosperous Western States. Circulation is never less than 30,000. The count made Oct. 20, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

**Chicago, Record-Herald.** Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,539.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Chicago, System, Monday.** The System Co., pub. Eastern office 139 Madison Ave., N. Y. Average for year ending March, 1906, 50,556. Current average in excess of 60,000.

**Chicago, The Tribune** has the largest two cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

**Joliet, Herald** evening and Sunday morning. Average for year ending July 15, 1906, 6,266.

**Peoria, Star,** evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

## INDIANA.

**Evansville, Journal-News.** Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N.Y.

**Indianapolis, Up-to-Date Farming.** 1905 av., 156,250 semi-monthly; 70c. a line. Write us

**Notre Dame, The Ave Maria.** Catholic weekly. Actual net average for 1905, 24,590.

**Princeton, Clarion-News,** daily and weekly. Daily average 1905, 1,147; weekly, 2,397.

**Richmond, The Evening Item,** daily. Sworn average net paid circulation for 1905, 4,074; 812 months ending June 30, 1906, 4,262; for June, 1906, 4,449. Over 3,200 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

**South Bend, Tribune.** Sworn daily average, 1905, 7,205. Sworn aver. for May, 1906, 7,548.

## IOWA.

**Davenport, Catholic Messenger,** weekly. Actual average for 1905, 5,314.

**Davenport, Times.** Daily aver. June 12,021. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Capital,** daily. Lafayette Young, publisher. Actual average sold 1905, 59,178. Present circulation av. 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

**Des Moines, Register and Leader**—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,454.

**Muscatine, Journal.** Daily av. 1905, 3,882. Semi-weekly 5,095.

**Sioux City, Journal,** daily. Average for 1905, sworn, 24,961. Average for first six months, 1906, 29,045.

**Sioux City, Tribune.** Evening. Net sworn daily, average 1905, 24,287; May, 1906, 26,409. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

## KANSAS.

**Hutchinson, News.** Daily 1905, 3,485. E. Katz, Special Agent, N. Y.

**Lawrence, World,** evening and weekly. Copies printed, 1905, daily, 5,578; weekly, 8,180.

**Pittsburg, Headlight,** dy. and wy. Actual average for 1905, 5,280, weekly 5,278.

**Wichita, Star,** weekly. Average for year ending January, 1906, 2,545.

## KENTUCKY.

**Lexington, Leader.** Av. '05, evg. 4,694. Sun. 6,163; May, dy. 5,865. Sun. 6,968. E. Katz, S.A.

**Marion, Crittenden Record,** weekly. Actual average for year ending October, 1905, 1,832.

**Owensboro, Inquirer.** Daily average, 1906, April, 2,417; May, 2,622; June, 2,750. Payne & Young.

**Owensboro, Daily Messenger.** Sworn average circulation for 1905, 2,471; June, 1906, 3,418.

## LOUISIANA.

**New Orleans, Item.** official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

## MAINE.

**Augusta, Comfort,** mo. W. R. Gannett, pub. Actual average for 1905, 1,269,575.

**Augusta, Kennebec Journal,** dy. and wy. Average daily, 1905, 6,986. Weekly, 2,090.

**Bangor, Commercial.** Average for 1905, daily 9,455, weekly 29,117.

**Dover, Piscataquis Observer.** Actual weekly average 1905, 2,019.

**Lewiston, Evening Journal,** daily. Aver. for 1905, 7,598 (©). weekly 17,448 (©).

**Phillips, Maine Woods and Woodsman,** weekly, J. W. Brackett Co. Average for 1905, 8,077.


**Portland, Evening Express.** Average for 1905, daily 12,005. Sunday Telegram, 8,428.

## MARYLAND.

**Annapolis, U. S. Naval Institute, Proceedings** of; copies printed av. yr. end'y Sept. 1905, 1,657.

**Baltimore, American,** dy. Av. 12 mo. to Jan. 31, '06, 64,187. Sun., 59,942. No return privilege.


**Baltimore, News,** daily. Evening News Publishing Company. Average 1905, 60,678. For July, 1906, 70,518.

 The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS.

**Boston, Christian Endeavor World.** A leading religious weekly. Actual average 1905, 99,491.

**Boston, Globe.** Average 1905, daily, 192,584. Sunday, 299,645. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**Boston.** Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

**Boston.** Post. Average for May, 1906, Boston Daily Post, 235,682; Boston Sunday Post, 234,380. Daily gain over May, 1905, 7,579; Sunday gain over May, 1905, 14,597. Flat rates, r. o. p. daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

**Lynn.** Evening News. Actual average for 1905, 5,805.

**Springfield.** Farm and Home. National Agricultural semi-monthly. Total paid circulation, 296,482. Distributed at 52,225 postoffices. Eastern and Western editions. All advertisements guaranteed.

**Springfield.** Good Housekeeping, mo. Average 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

**Springfield.** New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every postoffice in Mass., N. H. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

**Worcester.** L'Opinion Publique, daily (©). Paid average for 1905, 4,255.

## MICHIGAN.

**Adrian.** Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specialists.

**Grand Rapids.** Evening Press av. Average 1905, 46,456. Covers Western Michigan.

**Jackson.** Morning Patriot. Average June, 1906, 6,511; Sunday, 6,992; weekly (April), 4,815.

**Saginaw.** Courier-Herald, daily, Sunday. Average 1905, 12,534; June, 1906, 14,471.

**Saginaw.** Evening News, daily. Average for 1905, 16,710; June, 1906, 20,207.

## MINNESOTA.

**Minneapolis.** Farmers' Tribune, twice a week. W. J. Murphy, pub. av. for 1905, 46,428.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first six months 1906, 100,050.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis.** Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for June, 1906, 74,375. Aver. Sunday circulation, June, 1906, 71,081.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis.** School Education, mo. Cir. 1905, 9,850. Leading educational journal in the N. W.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first six months of 1906 was 85,011. The daily Tribune average per issue for the first six months of 1906, was 105,585.

**CIRCULATION.** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News-clone exceeds 43,000 daily. The paper Directory. Tribune is the recognized. Want Ad paper of Minneapolis.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

**St. Paul.** A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

**St. Paul.** Dispatch. Average number sold for year 1905, 60,563 daily.

**St. Paul.** The Farmer, s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

**St. Paul.** Pioneer Press. Net average circulation for January-July 35,502; Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All writers pertaining to circulation are open to investigation.

**Winona.** The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

## MISSOURI.

**Joplin.** Globe, daily. Average 1905, 13,294; June, 1906, 15,252. E. Katz, Special Agent, N. Y.

**Kansas City.** Western Monthly. Reaches practically all mail-order and general advertisers.

**St. Joseph.** News and Press. Circulation 1905, 35,158. Smith & Thompson, East. Rep.

**St. Louis.** Courier of Medicine, monthly. Actual average for 1905, 9,925.

**St. Louis.** Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

**St. Louis.** National Druggist, mo. Henry H. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

## MONTANA.

**Missoula.** Missoulian, every morning. Av. 1905, daily, 4,185; Sunday, 5,407. Doubled in size, advertising and circulation past 18 months.

## NEBRASKA.

**Lincoln.** Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

**Lincoln.** Deutsch-Amerikan Farmer, weekly. Average 1905, 147,032.

**Lincoln.** Freie Presse, weekly. Actual average for 1905, 150,784.

**Lincoln.** Journal and News. Daily average 1905, 27,092.

**Omaha.** Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

## NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in city. Suborn av. for 6 mos, ending Mar. 31, '06, 4,410.

## NEW JERSEY.

**Elizabeth.** Journal. Av. 1904, 5,522; 1905, 6,515; 1st 3 mos. 1906, 6,965; March, 1906, 7,191.

**Jersey City.** Evening Journal. Average for 1905, 22,546. First six months 1906, 23,055.

**Newark.** Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 65,782.

**Plainfield.** Daily Press. Average 1905, 2,874. First 4 months, 1906, 2,931. It's the leading paper.

**Trenton.** Times. Average, 1904, 14,774; 1905, 16,458; April, 18,528. Only evening paper.



## NEW YORK.

**Albany, Evening Journal.** Daily average for 1905, 16,512. It is the leading paper.

**Buffalo, Courier, morn.** Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

**Buffalo, Evening News.** Daily average 1904, 88,457; 1905 94,690.

**Catskill, Recorder.** 1905 average 2,811; May, 1905, 3,988. Best adv. medium in Hudson Valley.

**Corning, Leader, evening.** Average, 1904, 6,258; 1905 6,393.

**Cortland, Democrat, Fridays.** Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

**Glens Falls, Times.** Est. 1878. Only ev'g paper. Average year ending March 1, 1906, 2,508.

**Lefroy, Gazette, est. 1826.** Av. 1905, 2,287. Largest ev. p'r. Genesee, Orleans, Niagara Co.'s.

**Mount Vernon, Argus, evening.** Actual daily average 1 year ending June, 1905, 3,582.

**Newburgh, News, daily.** Av. 1905, 5,160. 1,000 more than all other Newburgh papers combined.

## New York City.

**New York, American Agriculturist.** Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,463 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 30% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

**American Magazine (Leslie's Monthly).** Present average circulation, 256,100. Guaranteed average, 250,000. Excess, 78,296.

**Army & Navy Journal.** Est. 1863. Actual weekly average for first 19 issues, 1906, 9,592 (©©).

**Atlantis, Daily Greek newspaper.** Actual average for 1905, 9,355.

**Automobile, weekly.** Average for year ending July 26, 1906, 14,615.

**Baker's Review monthly.** W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

**Benziger's magazine, family monthly.** Benziger Brothers. Average for 1905, 44,166, present circulation, 50,000.

**Chaper, weekly (Theatrical).** Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,228 (©©).

**Hardware Dealers' Magazine, monthly.** In 1905, average issue, 19,020 (© ©). D. F. MALLETT, Pub., 253 Broadway.

**Jewish Morning Journal.** Average for 1905, 54,668. Only Jewish morning daily.

**Music Trade Review, music trade and art weekly.** Average for 1905, 5,341.

**Printers' Ink, a journal for advertisers, published every Wednesday.** Established 1883. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1903, 18,090 copies.

**The People's Home Journal, 344,541 monthly.** Good literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers—F. M. Lupton, publisher.

**The Tea and Coffee Trade Journal.** Average circulation for year ending May, 1906, 5,808; May, 1906, issue, 7,312.

**The Wall Street Journal.** Dow, Jones & Co., publishers. Daily average 1905, 13,153.

**The World.** Actual aver. for 1905, Morn., 505,490. Evening, 371,704. Sunday, 411,074.

**Schenectady, Gazette, daily.** A. N. Fleety. Actual average for 1904, 12,574; 1905, 15,058.

**Syracuse, Evening Herald, daily.** Herald Co., pub. Aver. 1905, daily 55,552. Sunday 40,098.

**Syracuse, Post-Standard.** Daily circulation 37,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

**Utica, National Electrical Contractor, mo.** Average for 1905, 2,643.

**Utica, Press, daily.** Otto A. Meyer, publisher. Average for 1905, 14,523.

## NORTH CAROLINA.

**Concord, Twice-a-Week Times.** Actual average for 1905, 2,262.

**Raleigh, Biblical Recorder, weekly.** Av. 1903, 8,732. Av. 1904, 9,756. Av. for 1905, 10,206.

**Raleigh, Evening Times.** Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251.

**Raleigh, News and Observer.** N. C.'s greatest daily. Secorn average 1905, 10,202, more than double that of any other Raleigh daily, & greater than that of any other daily in the State.

## NORTH DAKOTA.

**Grand Forks, Normanden.** Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,793.

## OHIO.

**Ashtabula, American Sanomat.** Finnish. Actual average for 1905, 10,766.

**Cleveland, Plain Dealer.** Est. 1841. Actual daily average 1905, 77,899 (3); Sunday, 74,960 (3); June, 1906, 74,180 daily; Sunday, 81,828.

**Cusheon, Age, Daily av.** 1st 6 mos. '06, 2,101; in city 10,000; factory pay-rolls \$150,000 monthly.

**Dayton, Religious Telescope, weekly.** 30c. agate line. Average circulation 1905, 20,096.

**Springfield, Farm and Fireside, over 1/4 century leading Nat. agricultural paper.** Cir. 415,000.

**Springfield, Woman's Home Companion.** June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

**Youngstown, Vindicator.** D'y av. '05, 12,910; Sy. 10,178; LaCoste & Marshall, N. Y. & Chicago.

**Zanesville, Times-Recorder.** Secorn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.

## OKLAHOMA.

**Oklahoma City, The Oklahoman.** 1905 aver. 11,161; June, 1906, 15,582. E. Kotz, Agent, N. Y.

## OREGON.

**Portland, Evening Telegram.** Largest exclusive circulation of any newspaper in Oregon.

**Portland, Journal.** Daily and Sunday. Actual average for June, 25,557. Average year 1905, 21,926.

**Portland, Pacific Northwest, mo.** 1905 average 13,588. Leading farm paper in State.

## PENNSYLVANIA.

**Erie, Times, daily.** Aver. for 1905, 15,248. June, 1906, 17,119. S. Katz, Sp. Ag., N. Y.

**Harrisburg, Telegraph.** Secorn av., Apr. 13, 763. Largest paid circulation in P'b g, or no pay.

**Philadelphia, Confectioners' Journal, mo.** Av. 1904, 5,004; 1905, 5,470 (©©).

**Philadelphia, Farm Journal, monthly.** Wilmer Atkinson Company, publishers. Average for 1905, 563,266. Printers Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural people, and, as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

**Philadelphia, German Daily Gazette.** Average circulation, 1905, daily 51,501; Sunday, 44,465, Secorn statement. Circulation books open.



"In Philadelphia nearly everybody reads THE BULLETIN."

## The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of June, 1906:

1.....	230,403	16.....	205,190
2.....	218,973	17.....	Sunday
3.....	Sunday	18.....	228,774
4.....	216,738	19.....	255,534
5.....	215,765	20.....	241,787
6.....	214,229	21.....	226,389
7.....	214,328	22.....	222,691
8.....	214,953	23.....	213,104
9.....	206,597	24.....	Sunday
10.....	Sunday	25.....	221,065
11.....	212,780	26.....	224,982
12.....	215,553	27.....	229,895
13.....	217,380	28.....	228,467
14.....	220,856	29.....	228,400
15.....	221,167	30.....	214,866

Total for 26 days, 5,738,169 copies.

NET AVERAGE FOR JUNE,

**220,699 copies a day**

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

PHILADELPHIA, July 5th, 1906.

**Philadelphia.** The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,439; Sunday average June, 1906, 148,949.

**Philadelphia.** The Merchants' Guide, published weekly. "The paper that gets results."

**Philadelphia.** W. Phila. Bulletin, wy. Covers W. Phila. Every body looks for it. Cir. '05, 5,288.

**Pittsburg.** The United Presbyterian. Weekly circulation 1905, 21,546.

**West Chester.** Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Williamsport.** Grit. America's Greatest Weekly. Average 1905, 226,715. Smith & Thompson. Iteps., New York and Chicago.

**York.** Dispatch and Daily. Average for 1905 13,551. Enters two-thirds of York homes.

### RHODE ISLAND.

**Pawtucket.** Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (sworn).

**Providence.** Daily Journal, 17,625 (©©). Sunday, 20,523 (©©). Evening Bulletin 27,723 average 1905. Providence Journal Co. pubs.

**Providence.** Real Estate Register; finance, etc.: 2,522; subs pay 24% of total city tax.

**Westerly.** San. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern E. I.

### SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. average for 1905, 4,505.

**Columbia.** State. Actual average for 1905, daily 9,587 copies (©©); semi-weekly, 2,625. Sunday '05, 11,072 (©©). Actual average first six months '06, daily 10,760; Sunday 11,861.

### TENNESSEE.

**Knoxville Journal** and Tribune. Daily average year ending December 31, 1905, 13,015. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Average March 11,595. Carries more advertising in six days than news contemporary in seven. Write for information.

**Memphis.** Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 38,915. Sunday 53,887, weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

**Memphis.** Times, Sunday. Circulation year ending February, 1906, 2,110.

**Nashville.** Banner, daily. Aver. for year 1905, 8,722; for 1904, 20,705; for 1905, 20,227.

### TEXAS.

**Beaumont.** Texas Enterprise. Average 1905, 5,457; present output over 10,000 guaranteed.

**El Paso.** Herald, Apr. '05, 5,011; June '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

**San Angelo.** Standard, weekly. Average for year ending May 2, 1906, 5,015 (©).

### VERMONT.

**Burlington.** Free Press. Daily av. '05, 6,558; for June, 7,674. Largest city and State circulation. Examined by Association of American Advertisers.

**Burlington.** News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

**Montpelier.** Argus. Actual daily average 1905, 5,242.

**Rutland.** Herald. Average 1904, 5,527. Average 1905, 4,386.

**St. Albans.** Messenger, daily. Actual average for 1905, 5,051.

### VIRGINIA.

**Danville.** The Bee. Av. 1905, 2,546. April, 1906, 2,565. Largest cit'n. Only city paper.

**Richmond.** News Leader. Sworn dy. av. 1905, 29,545. Largest in Virginia and Carolinas.

**Richmond.** Times-Dispatch, morning.

Actual daily average year ending December, 1905, 20,376. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

### WASHINGTON.

**Seattle.** Post-Intelligencer (©©). Average for May, 1906—Free-day, 25,158; Sunday, 55,482. Only m'n'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and GENUINE value.

**Tacoma.** Ledger. Daily average 1905, 15,544; Sunday, 20,555; weekly, 9,642.

**Tacoma.** News. Average first four months 1906, 16,212; Saturday, 17,657.

### WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor, pub. Average for 5 months 1906, 2,142.

**Ronceverte.** W. Va. News, wy. Wm. B. Blake & Son, pubs. Average first 5 months 1906, 2,112.

### WISCONSIN.

**Janesville.** Gazette, d'ly and s-w'y. Circ'n—average 1905, daily 8,140; semi-weekly 5,059.

**Madison.** State Journal, dy. Circulation average 1905, 5,482. Only afternoon paper.

**Milwaukee, Badger and Farmers' Record,** mo.; 75,000 copies (★); rate 30c. a line; largest mo. farm journal circulation in this territory.

**Milwaukee, Evening Wisconsin, d'y.** Av. 1905, 26,648; June, 1906, 28,819 (◎◎).



**Milwaukee, The Journal, ev'g.** Average 1905, 40,517; June, 1906, 43,952. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

**Oshkosh, Northwestern, daily.** Average for 1904, 7,251. Average for the year, 1905, 7,658.



## THE WISCONSIN AGRICULTURIST



**Racine, Wis., Est. 1877, wy.** Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adr. \$2.50 an inch, N. Y. Office, Temple Court. W. C. Richardson, Mgr.

**Sheboygan, Daily Journal.** Average 1905, 1,610. Only paper with telegraphic service.

## WYOMING.

**Cheyenne, Tribune.** Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.

## BRITISH COLUMBIA.

**Vancouver, Province, daily.** Average for 1905, 8,687; June, 1906, 9,881. H. DeClerque, U. S. Rep., Chicago and New York.

**Victoria, Colonist, daily.** Colonist P. & P Co. Aver. for 1904, 4,356 (★); for 1905, 4,508. U. S. Rep., H. C. Fisher, New York.

## MANITOBA, CAN.

**Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly.** Reaches all the German-speaking population of 200,000—its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,898.

**Winnipeg, Free Press, daily and weekly.** Average for 1905, daily, 30,048; weekly, 15,654. Daily, June, 1906, 34,672.

**Winnipeg, Telegram.** Daily average June, 20,332. Flat rate, 42c. inch daily or weekly.

## NOVA SCOTIA, CAN.

**Halifax, Herald (◎◎) and Evening Mail.** Circulation, 1905, 15,558. Flat rate.

## ONTARIO, CAN.

**Toronto, Canadian Implement and Vehicle Trade, monthly.** Average for 1905, 6,035.

**Toronto, The News.** Suorn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 26c. per inch. Flat.

## QUEBEC, CAN.

**Montreal, La Presse.** La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily 80,359; 1905, 96,771; weekly, 48,207.

**Montreal, Star, d'y. & wy.** Graham & Co. Av. for 1904, d'y, 56,795, wy, 125,240. Av. for 1905, d'y, 58,125; wy, 126,507.

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

## WASHINGTON, D. C.

**THE EVENING AND SUNDAY STAR (◎◎).** Reaches 90% of the Washington homes.

## GEORGIA.

**ATLANTA CONSTITUTION.** Aver. 1905, Daily 38,590 (◎◎). Sunday 48,781. Wy. '04, 107,925.

**AUGUSTA CHRONICLE (◎◎).** Only morning paper; 1905 average 6,945.

## ILLINOIS.

**GRAIN DEALERS' JOURNAL (◎◎), Chicago,** prints more circulations than all others in its line.

**THE INLAND PRINTER, Chicago, (◎◎).** Actual average circulation for 1905, 15,866.

**BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" baking Journal.** Oldest, largest, best known. Subscribers in every State and Territory.

**TRIBUNE (◎◎).** Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

**LOUISVILLE COURIER-JOURNAL (◎◎)** Best paper in city; read by best people.

## MASSACHUSETTS.

**Boston, Am. Wool and Cotton Reporter.** Recognized organ of the cotton and woolen industries of America (◎◎).

**BOSTON PILOT (◎◎), every Saturday.** Roman Catholics. Patrick M. Donahoe, manager.

**BOSTON EVENING TRANSCRIPT (◎◎), established 1830.** The only gold mark daily in Boston.

**TEXTILE WORLD RECORD (◎◎), Boston.** The medium through which to reach textile mills using 1,885,000 horse power.

**WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.**

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

**NEW YORK TIMES (◎◎).** Largest high-class circulation.

**BROOKLYN EAGLE (◎◎) is the advertising medium of Brooklyn.**

**ENGINEERING NEWS (◎◎).—A periodical of the highest character.—Times, Troy,**

**THE POST EXPRESS (◎◎), Rochester, N. Y.** Best advertising medium in this section.

**ARMY AND NAVY JOURNAL (◎◎).** First in its class in circulation, influence and prestige.

**VOGUE (◎◎) is authority on woman's fashions.** Its readers represent purchasing power.

**THE CHURCHMAN (◎◎), Est. 1844; Saturdays; Protestant-Episcopal.** 47 Lafayette Place.

**ELECTRICIAN REVIEW (◎◎) covers the field Read and studied by thousands. Oldest, ablest electrical weekly.**

**HARDWARE DEALERS' MAGAZINE.**

In 1905, average issue, 19,000 (©).

D. T. MALLETT, Pub., 263 Broadway, N. Y.

**STREET RAILWAY JOURNAL** (©). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

**NEW YORK HERALD** (©). Whoever mentions America's leading newspapers mentions the New York Herald first.

**CENTURY MAGAZINE** (©). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

**NEW YORK TRIBUNE** (©). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

**ELECTRICAL WORLD** (©). established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 30,389 average weekly from January 6th to March 3d, 1906.

**OHIO.**

**CINCINNATI ENQUIRER** (©). Great—Influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

**PENNSYLVANIA.**

**CARRIAGE MONTHLY** (©). Phila. Technical journal; 40 years; leading vehicle magazine.

**THE PRESS** (©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 108,419; Sunday average June, 1906, 148,949.

## THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND.**

**PROVIDENCE JOURNAL** (©). a conservative, enterprising newspaper without a single rival.

**SOUTH CAROLINA.**

**THE STATE** (©). Columbia, S. C. Highest quality, largest circulation in South Carolina.

**TENNESSEE.**

**THE TRADESMAN** (©). Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

**VIRGINIA.**

**THE NORFOLK LANDMARK** (©) is the home paper of Norfolk, Va. That speaks volumes.

**WASHINGTON.**

**THE POST INTELLIGENCER** (©). Only morning paper in Seattle. Oldest in state. A paper read and respected by all classes.

**WISCONSIN.**

**THE MILWAUKEE EVENING WISCONSIN** (©). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

**CANADA.**

**THE HALIFAX HERALD** (©) and the **EVENING MAIL**. Circulation 15,588, flat rate.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the  
Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

**COLORADO.**

**THE Denver Post**, Sunday edition, April 15, 1906, contained 5,036 different classified ads, a total of 112 9-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

**CONNECTICUT.**

**MERIDEN, Conn.** RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

**DISTRICT OF COLUMBIA.**

**THE EVENING AND SUNDAY STAR**, Washington, D. C. (©). carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

**GEORGIA.**

**CLASSIFIED** advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

**ILLINOIS.**

**THE Champaign News** is the leading Want ad medium of Central Eastern Illinois.

**THE TRIBUNE** publishes more classified advertising than any other Chicago newspaper.

**PEORIA (Ill.) JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

**INDIANA.**

**THE Indianapolis News** during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

**IOWA.**

**THE Des Moines CAPITAL** guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

**THE Des Moines REGISTER AND LEADER**, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

**MAINE.**

**THE EVENING EXPRESS** carries more Want ads than all other Portland dailies combined.

**MARYLAND.**

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

**MASSACHUSETTS.**

**THE BOSTON EVENING TRANSCRIPT** is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

**THE BOSTON GLOBE**, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



**25 CENTS** for 30 words, 5 days.  
DAILY ENTERPRISE, Brockton, Mass., carries solbi page Want ads. Circulation exceeds 10,000.

**MICHIGAN.**

**SAGINAW COURIER-HERALD** (daily), only Sunday paper; leading medium, circulation in excess of 14,000, one cent a word.

**MINNESOTA.**

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis.

**THE Minneapolis Daily and Sunday JOURNAL** carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in June, 130,718 lines. Individual advertisements, 20,807. In the first six months of 1906 the Daily and Sunday JOURNAL carried 101,276 more lines of classified than any other newspaper in Minneapolis or St. Paul.

**THE MINNEAPOLIS TRIBUNE** is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

**MISSOURI.**

**THE Joplin Globe** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**MONTANA.**

**THE Anaconda STANDARD** is Montana's great "Want ad" medium; 1c a word. Average circulation (1905), 11,144; Sunday, 13,888.

**NEBRASKA.**

**LINCOLN JOURNAL AND NEWS**. Daily average 1905, 27,092, guaranteed. Cent a word.

**NEW JERSEY.**

**NEWARK, N. J., FREE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

**NEW YORK.**

**THE EAGLE** has no rivals in Brooklyn's classified business.

**THE POST-EXPRESS** is the best afternoon Want ad medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y., Greatest Want ad medium in Westchester County.

**NEWBURGH DAILY NEWS**, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

**BUFFALO NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**HAVE YOU SOMETHING TO SELL?** Advertise in America's Great Classified Medium—EVERYBODY'S MAGAZINE—three million readers. Send for "How to Advertise in a Small Way Successfully" and other free booklets. **THE RUGWAY-THAYER COMPANY**, 31 E. 17th St., New York.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**NORTH DAKOTA.**

**GRAND FORKS HERALD**. Cir. May, '06, 7,579. Biggest Daily in North Dakota. La Coste & Maxwell, New York Representatives.

**OHIO.**

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

**OREGON.**

**PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon.

**PENNSYLVANIA.**

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper. Greatest circulation.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?**

Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."

Net paid average circulation for June, 1906:  
220,699 copies per day.

(See Roll of Honor column.)

**RHODE ISLAND.**

**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**

**THE NEWS AND COURIER** (C.C.), Charleston, S. C. Great Southern Want ad medium; 1c a word; minimum rate, 25c.

**THE Columbia STATE** (C.C.) carries more Want ads than any other S. C. newspaper.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1861). Covers entire Province. Greatest Want ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

**CANADA.**

**THE Halifax Herald** (C.C.) and the **MAIL-NOVA Scotia's** recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

**13** Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put upon for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 20 cents a line, pearl measure. 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 8, 1906.

THE employees of *Grit*, of Williamsport, Pa., 200 strong, were given their annual picnic on July 26th.

THE *Woman's Home Companion* has adopted as a slogan the words "It's Better." The August issue is worthy of especial comment on account of the character of the reading matter and the quantity of the advertising carried.

## BIG STORES COMBINED.

Hereafter the Adams Dry Goods Company and H. O'Neill & Co., New York, two large Sixth avenue stores, will be operated as one corporation, known as the O'Neill Adams Company. Articles of incorporation have been recorded at Albany. Samuel Adams is president, John Flanigan and O. M. Billings vice-presidents and Thomas Quigley secretary. Mr. Adams was formerly president of the Adams company and the O'Neill company is represented by Mr. Billings. There will be no change in the subordinate management of the stores.

THE *Record*, Canon City, Col., long published weekly, has established an afternoon daily edition. Canon City has 4,000 population, and this is its first daily. Guy U. Hardy is publisher.

R. R. CASE, who writes the advertisements for the New York *World's* classified department, believes that he holds the record for quantity of advertising written by one man. During the past year he has constructed 3,006 display ads.

ARTICLES of incorporation, with capital of \$60,000, have been recorded by the MacDonald-Olmstead Advertising Company, the new Buffalo agency. This agency represents in Buffalo the Morse International Agency, of New York. Its incorporators are G. A. MacDonald, Buffalo; G. F. Simpson, Buffalo; E. F. Olmstead, Niagara Falls.

COLONEL A. J. SMITH, general passenger agent of the Lake Shore and Michigan Southern Railroad, and identified with its advertising, died July 26 in the Adirondacks, where he had been taken in hope of recovery from after consequences of an attack of pneumonia last winter. He was sixty-six years old and had been with the road many years. He was president of the National Association of General Passenger and Ticket Agents.

EXPERIENCE without insight is as valuable as dough and yeast stored in different sides of the pan and expected to make bread. Unless insight be present, all the experience in the world will not make a wiser man of the individual who lacks the capacity to imbibe that experience, to profit by it, to make it a part of himself. People who brag about their experience frequently have had so much because the earlier lessons have taught them nothing. And this fact is eminently true of a host of advertising men.

THE following officers have been elected by the Syracuse *Journal* company:

President, Louis Will; vice-president, Charles E. Crouse; secretary and treasurer, I. A. Stilwell; general manager, Harvey D. Burrill; directors, Charles B. Everson, Alexander T. Brown, T. E. Hancock, Charles M. Crouse, F. A. Lyman and F. G. Weeks.

### BIG SPECIAL.

The largest special edition ever issued in the Northwest, it is said, was a fifty-page edition of the *Daily Press*, Sioux Falls, South Dakota, published July 22, for the purpose of promoting that town's manufacturing and mercantile industries. It carried 5,558 inches of advertising. The *Press* is represented in New York and Chicago by Payne & Young.

T. W. CROSBY, advertising manager of the Hayner Distilling Company, Dayton, leaves that concern in August because its advertising department has been abolished. He has been using space in daily papers throughout the country to advertise his services. Mr. Crosby was formerly advertising manager of Monarch bicycles, then of Fairbank's "Gold Dust" and "Cottolene," and from there took charge of the Hayner whiskey campaign.

### ANOTHER MEAT CAMPAIGN.

As a counteractant to the beef scandal, Richardson & Robbins, of Dover, Del., are using large double-column spaces in daily papers to publish an endorsement of their plan by United States Senator J. Frank Allee, of Delaware. Senator Allee worked for the firm when a boy, and has since been familiar with the methods of this concern, one of the oldest in the country canning meats and poultry, and perhaps enjoying the highest reputation for quality in these products. R. & R. goods are commonly purchased for yachts and the finest trade. The advertising is placed by the Arnold agency, Philadelphia.

# Printers' Ink Wants A MAN

to go after new subscribers for the Little Schoolmaster. The right man is pretty sure to succeed. In this broad land somewhere the man will be found. If there happens to be two right men, Printers' Ink wants them both.

To a sensible and industrious man who attempts the work a living wage will be assured; and a prospect for a pretty good thing will open for the one who sticks to the job until he has really learned the possibilities it has in it.



THE Michigan *Farmer*, published at Detroit, Mich., announces that its regular subscription list now numbers over 75,000. During the next three months 200,000 extra copies will be distributed for subscription purposes.

### WEEKLY PUBLISHERS

At the recent meeting of publishers of the Select County Weeklies of New York State, held in Syracuse, these officers were elected:

President, George E. Marcellus, *Leroy Gazette*; vice-president, A. B. Wallace, *Rockville Center Observer*; secretary, Leslie C. Sutton, *Massena Observer*; treasurer, William O. Greene, *Fairport Mail*.

### CONVALESCENT.

Gerald Pierce, business manager of the Chicago *Record-Herald*, recently had an upset while driving, and suffered a dislocated hip. He is recovering in the Presbyterian Hospital, that city. W. J. Kennedy, advertising manager of the C. E. Ellis Co., New York, is recovering from an appendicitis operation. D. Jefferson Thomas, advertising manager of the Pattern Publications, New York, has recovered from a similar operation sufficiently to return to business.

### GOOD STUFF.

The savings banker, commercial banker, trust company president or building and loan association secretary who lets August go by without giving depositors a chance to read the article in August *World's Work*, on "Pitfalls Investors Must Avoid," deserves to lose business in competition with the sharks. This article might be reprinted as a circular with the magazine's permission, or submitted to local newspapers for reprint. It contains truths about mining schemes, big interest, stock flyers, fake banks, fake building loan concerns and all the other schemes that can never be spread around too often.

### IT IS TO WEEP.

A queer reason for buying is that given in the following advertisement clipped from a recent issue of the *Outlook*:

Tears! Tears! No man, no woman can read "A Cry from the Heart of the Cursed" without weeping. Send ten cents for one copy. B. Behrendt, 688 East 138th St., New York.

JOHN RICHMOND GIBB, of Frederick Loeser & Co., Brooklyn, died July 22 at his summer home at Magnolia Beach, Mass. He was forty-seven years old, and connected with Mills & Gibb until the death of his brother Howard some time ago, when he joined Arthur Gibb, his brother, in the Loeser business.

### LOCAL COLOR.

In advertising Fels Naptha soap about Sheffield, England, the Benson agency, London, has employed Yorkshire dialect, giving a tinge of local color that has attracted wide attention and proved very successful in bringing requests from newspaper readers for Fels Naptha demonstrators to call at their homes. There are twenty of these demonstrators, all women, and upon receipt of a corner coupon, cut from the ads, they visit the inquirer and wash a few pieces of clothing.

A SENSE of humor is one of the best helps an advertising man can possess. It not only enables him to detect the flaws and imperfections in other people's plans and propositions, but allows him to put himself up before his own vision—discerning the defects in the methods that an hour ago appeared unexcelled. By its aid he refrains from making ridiculous statements, putting himself in funny situations, and earns the distinction of being a person of good judgment. When the sense of humor itself is analyzed it is found to consist in the ability to discern readily how other folks will regard our propositions, statements or attitudes, and refraining from anything likely to incite ridicule in place of respectful consideration.



THE M. STEIN COSMETIC CO., New York City, manufacturers of articles for theatrical make-up, are placing a line of advertising in select weekly publications through the H. T. Meany Advertising Agency, 41 Park Row.

### ST. LOUIS READY.

More than \$60,000 towards St. Louis' \$400,000 advertising fund has now been pledged, it is said, and the Kastor agency, of that city, is to have charge of newspaper advertising that will begin early in autumn. Efforts will be made to bring trade from a distance, and also to increase it right around home, within the shopping radius of 100 miles.

THE newspapers seem to be sharing in the good times the South is enjoying. As a visible expression of prosperity the *News and Observer*, of Raleigh, North Carolina, is going to treat itself to a new building the contract for which has already been awarded. The new building will be constructed of granite and pressed brick and will be occupied entirely by the *News and Observer*.

### A BIG LONDON OPENING.

When the new Waring's establishment near Oxford Circus, London, was opened lately, more than 800,000 persons attended, a solid week being given up to the event. Admission was by ticket only, visitors being required to apply for admission by answering the numerous newspaper advertisements published in advance. No souvenirs were given away, and no other inducement offered than the opportunity to inspect an establishment which is the outcome, it is said, of more than 200 years' experience in retail business. Nothing was sold during the opening week, and visitors were entertained by concerts, an exhibition of completely furnished houses, and the furniture and fittings in two and a quarter miles of showrooms. Advertising for this unique event was conducted by S. H. Benson, Ltd., London.

THE things that come to him that waits are usually those that nobody wants.

### LAST FLIGHT OF THE "RAVEN."

Theodore Lowe editor of the Pasadena, Cal., *Raven*, has at last come to grief. Mrs. A. F. Martin, secretary of the Pasadena Pub. Co., which published the magazine, writes PRINTERS' INK:

"The *Raven* was nothing but a graft, only published when he wished to beat people out of money. \* \* \* The *Raven* is dead, and Theo. Lowe will never be allowed to publish it or any other magazine again if it is known."

Rowell's American Newspaper Directory for 1906 accords the symbols (##) to the *Raven*, the meaning of which is stated as follows:

## The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts, and it is feared that the doubts expressed do rest upon a substantial foundation.

### YELLOW JOURNAL ENGLISH.

One of the New York *Sun*'s bright young men, noting the frequency with which certain words appear in sensational newspapers, has compiled the following helpful glossary:

Bandit—Any person guilty of crime against property for which the penalty is more than ten days in jail.

Boudoir—Any bedroom the rent of which is more than \$1.50 a week.

Burly—Adjective always applied to a male negro.

College Girl—Any woman who has ever gone to school.

Deal—Any business transaction involving more than \$1,000.

Globe Trotter—Anyone who has been to Hohokus, New Jersey, Kittery, Maine, or Peru, Indiana.

Havoc—Good word to use almost anywhere.

High—Adjective which must be prefixed to noun "noon" in the account of a fashionable wedding.

Hurtle—Verb describing motion of any falling object, especially a brick or a suicide.

Juggle—What is always done with the funds of a bank or trust company.

Prominent—Descriptive adjective applied to farmers, plumbers and dentists.

Raffles—Any thief who wears a collar.

Slay—Synonymous with obsolete verb "kill."

Trust—Any money not owned by the proprietor.

THE Vreeland & Benjamin Special Agency of New York and Chicago have been appointed foreign representatives of the Wilkesbarre, Pa., *Record*.

#### FOR THE INTERESTS OF PHILADELPHIA.

The *Merchants' Guide*, published weekly in Philadelphia, issued a ninety-four page special number July 7, devoted to the promotion of that city's manufactures and mercantile interests. Its purpose is to set before out-of-town merchants the many advantages of the Quaker City, and to this end leading houses are described, special railroad rates to merchants scheduled, and facilities made easy and tempting. Philadelphia makes claim to being the country's greatest manufacturing city, and an interesting comparison between her industries and those of New York and Chicago is given.

#### A BIG PLANT.

Street & Smith issue a handsome brochure descriptive of their big new building on Seventh avenue New York, a seven-story structure of great solidity, which they moved into some months ago. It houses both offices and mechanical department. Entrance is on the Seventh avenue side. Offices are on the sixth floor, composing-rooms on the top floor, and \$70,000 worth of paper stock is constantly carried on the fifth floor—enough to reach from tower to tower if laid along the Brooklyn Bridge. Reserve stock is also carried here. It is said that none of the Street & Smith publications are ever out of print, but that a copy of their first periodical, the *New York Weekly*, for a specified week fifty years ago, could be furnished instantly. The fourth floor contains the bindery, on the third are stored printed sheets, and on the second is the pressroom. Stock for newsdealers is carried on the ground, where it is accessible, and comprises 4,000,000 copies of books and periodicals.

WHAT everyone believes is worthy of serious consideration because the judgment of many is apt to be more accurate than the judgment of a single individual—but not always. Don't be hasty, but if after careful consideration you are sure you are right and that the rest of mankind is wrong, sail your own course. That is the only way to discover whether you are a chump or a Columbus.

IN an editorial article entitled "Mail or Freight" the *Metal Worker, Plumber and Steam Fitter* says: "There are some... who are vigorous supporters of the parcel post when they might better expend their energy in forcing express companies to make more reasonable rates. They seem to be unconcerned that the Government continues to show a deficit in its postal department, which deficit is, of course, the result of carrying freight." The Postoffice Department itself has never claimed that the rate charged on merchandise (one cent an ounce) was not remunerative. It has asserted repeatedly that the deficit is due to the rate at which newspapers and periodicals are carried, one cent a pound. No one denies that the Postoffice Department loses money on every pound of newspaper mail transported but the reason for this is not that publishers pay the Department too little but that the Department pays the railroads too much. As to the suggestion that those who favor a more liberal parcel post system might employ their time better in forcing express companies to make more liberal rates the answer is that the only way to accomplish this is to induce the Postoffice to make a more liberal rate. Any reduction in rates that the Government may make will be met by an equal or greater reduction on the part of the express companies, but until the Government reduces the ante the interests of which the senior Senator from New York is head will stand pat.

## A GOOD THING.

Man has no trouble with his hat when he travels. Woman has. But she has now found a friend in General Passenger Agent Cleland, of the Northern Pacific. Mr. Cleland has evolved a tough paper receptacle, like a large bag, provided with a drawing string. Into this goes hat, gloves, veils, light jackets and other delicate feminine gear. The drawstring is drawn, the receptacle hung up, and when taken out at the end of a journey everything is clean and intact. These bags are now distributed to all women passengers on sleeping cars along that system, and their cost is offset by a small amount of advertising on the outside.

## ABOUT RAT-HOLES.

Mr. B. D. Butler, manager general advertising for four daily papers which he designates as the "Clover Leaf" or "The Good Luck Papers," issues from nowhere in particular a circular letter to advertisers in which he makes points of so much interest as to lead to reproducing it here. The papers Mr. Butler represents are issued in Omaha, St. Paul, Des Moines and Kansas City. Precisely where Mr. Butler is to be found the circular does not say:

Mr. \_\_\_\_\_

New York City.

DEAR SIR—Geo. P. Rowell says circulation is the number of perfect papers printed.

Thus doth the venerable authority mislead the advertiser into one of the worst "rat-holes that ever ruined an advertising campaign.

This "rat-hole" is UNPAID CIRCULATION, and down this "rat-hole" the advertisers of America have poured millions of dollars.

Newspaper circulations were never so inflated as to-day. Perfecting presses are printing up white paper as fast as billion dollar trusts can make it. Forests are being denuded to make a white sheet each year that is big enough to rap up mother earth like a California orange.

We know who pays these bills. You have paid your share and for that reason this letter will interest you.

Don't blame the publisher. He is a victim no less than yourself.

But there are causes for this frenzied circulation of the present day.

There are several.

One is keen competition between publishers.

Another is the insane demand of advertisers for big and ever increasing circulation figures.

Another is cheap white paper and marvelous

perfecting presses that print newspapers a thousand in two minutes.

But the main reason is that advertising rates are high while white paper and printing are cheap, and, therefore, the publisher can print at a profit just as many papers as the advertiser will pay for.

Once upon a time a smart publisher figured out this profit and loss proposition on a 10-page newspaper containing 30 columns of advertising.

## Expense, Receipts.

"Advertising," 30 columns, 600 inches, at 1/2c. per inch per thousand circulation.....	....	\$9.00
Expense white paper, ink and printing a ten-page paper per thousand....	\$4.00	
Circulation on same by mail or distribution by carrier.....	2.00	6.00
Profit.....		\$3.00

And why wouldn't the publisher give the advertiser all the extra circulation the advertiser wants?

But printing papers, even if these papers are actually distributed by an expensively maintained organization of employees and agents, is not CIRCULATION.

TRUE CIRCULATION is the number of papers sold and paid for, and such CIRCULATION is the only kind the advertiser can afford to buy.

This is the true test of QUALITY in circulation, does a reader pay cash for his paper.

In closing I wish to say that the St. Paul *Daily News* has only QUALITY CIRCULATION to sell, and we guarantee advertisers that its total net paid up circulation every day is larger than any other newspaper in St. Paul, without regard to any circulation figures that are now printed and accepted by advertisers and agency directories to the contrary.

This is a pretty strong claim, but we want somebody to disprove it. It may start the fur flying but we will locate the "rat-hole" while we are on the subject of ADVERTISING "RAT-HOLES."

Yours very truly,

B. D. BUTLER.

## LONDON PUBLISHERS ORGANIZE.

London publishers have organized the London Newspaper Proprietors' Association to diminish cost of news-gathering and regulate advertising matters, such as agents' commissions, rules, etc. Some of the members are:

Reginald Nicholson, *Daily Mirror*; Ernest Parke, *Leader and Star*; F. J. Higginbottom, *Pall Mall Gazette*; Holt Thomas, *Graphic* and *Daily Graphic*; John Hood Lingard, *Weekly Dispatch*; G. W. Mascord, *Lloyd's*; C. A. Gray, *The People*; F. Rowe, *The Referee*; E. Hudson, *Country Life*; W. Will, *Sporting Life*; Henry Lawson, *Daily Telegraph*; E. E. Peacock, *Morning Post*; Kennedy Jones, *Daily Mail*; E. H. Johnstone, *Standard and Daily Express*; Harry Marks, *M. P.*, *Financial News*; G. A. Hart, *Financial Times*; G. A. Kiddell, *News of the World*; Neil Turner, *Daily Chronicle*; S. A. Barrett, *Tribune*.

## BROAD-GAUGE ADVERTISING.

To the student of advertising, one of the most interesting and significant phases of its development is the modern tendency towards what, for want of a better name, may be called broad-gauge advertising, meaning advertising that is done not to promote the welfare of a single individual, but for the common good of a trade or community whose interests are identical.

In the early days of the art an advertisement was the voice of a single individual proclaiming the merits of his own goods, often coupled with a warning against similar goods sold by competitors.

This one-man advertisement is still the commonest form of publicity, but among advertisers, nowadays, the knocking of a competitor is considered not only bad form, but bad business.

Within the past decade a new form of advertising has developed—the broad-gauge kind. The broad-gauge advertiser reasons thus: Advertising in its ultimate analysis is simply the art of impressing the public with the merits of the thing advertised. Here we are, ten, twenty, a hundred of us, all in the same line of business, all endeavoring to induce the public to buy the kind of goods we manufacture or sell, but each of us going about it in his own way without reference to what the other fellows, whose interests are identical with our own, are doing. We get together at conventions, and at the club and talk over business conditions and how they can be improved by concerted action, and in general work together for our common good; but when it comes to advertising, off we go each man for himself. Wouldn't it be better if we got together in our advertising, combining our ten, twenty or a hundred little ads into a series of big, impressive announcements that would tell our story better and more fully than anyone of us could afford to tell it alone? The answer would seem to be that in

many cases it would, judging from the growth of broad-gauge advertising in recent years.

PRINTERS' INK has from time to time chronicled examples of advertising of this sort. There is the case, for instance, of the publishers of New York City who for the past two years have raised a fund for the purpose of advertising in the daily papers each December the appropriateness of books for Christmas gifts. No publisher is mentioned in any of these advertisements nor is the title of any particular book given, but the changes are rung on the one text: "Why not Books for Christmas?" It cannot be doubted that the effect of these advertisements, printed every day just when people are thinking of Christmas gifts, has diverted to the bookstores money that might otherwise have been expended in the purchase of articles from the sale of which the publisher would have derived no benefit.

Another case is that of the dealers in electrical supplies who have raised an advertising fund for the purpose of preaching the advantages of electric illumination, and the manifold applications of the electric current in the home, office and factory. If (they reason) we can induce the householder who now uses gas for illumination and culinary purposes to substitute electricity, and if we can induce the manufacturer who uses gas or steam for power to do likewise, we will increase the demand for the electric appliances we sell, and we can do this better by all working together than we can by each of us endeavoring to conduct a little campaign of education on his own account.

In other lines of business examples of broad-gauge advertising are continually cropping out. A number of leading hotels of Atlantic City, for instance, have combined their little bids for patronage into one large announcement that usually dominates the page on which it appears. This omnibus advertisement sets forth the advantages of Atlantic City

first and then gives the names and addresses of the hotels contributing to the advertising fund. Probably most of the readers of these announcements write to all of the hotels mentioned for rates, but this happens even when hotels advertise each on its own account. The advantage of the omnibus ad is two-fold: its size compels attention and, since as a rule newspapers grant the best positions to the biggest patrons, it is sure of a good location. Moreover, the hotels that advertise in this way can take advantage of larger space discounts that they would not be able to profit by if each advertised on its own account.

There seems to be no good reason why the omnibus ad should not be used to advantage by more than the few pioneers who have thus far availed themselves of it. The one factor that more than any other has contributed to the success of mail-order houses and department stores is their persistent, intelligent and almost prodigal use of printers' ink. The small tradesman is apt to feel that single-handed he cannot compete in the pages of a newspaper with a competitor who uses columns to his inches, but if a dozen or twenty small stores in different lines of business, but in one neighborhood, would unite in a single omnibus ad they could to a great degree offset the advantage which the use of big advertising space confers on their more powerful rivals.

The newspaper man who sees in this suggestion a possible means of developing his advertising patronage is welcome to use it. At the same time the plan outlined applies to newspapers as well as to their patrons. PRINTERS' INK is read by 15,000 advertising men every week. To send even a postal card to these 15,000 dispensers of advertising patronage would cost \$150 for postage alone; to send a postal card every month for a year would cost \$1,800. For a little more than one-quarter of that amount—to be exact, for \$480—it is possible to print a page advertisement in

PRINTERS' INK once a month for an entire year. If ten good papers in any one State would chip in \$48 apiece they could reach 15,000 advertisers once a month through the columns of the Little Schoolmaster. If the space purchased was used to set forth in a convincing manner the reasons why that particular State is a good field for the general advertiser to cultivate and why those ten papers are good mediums for him to use, it is morally certain that at the end of the year the new business obtained by means of the omnibus ad would be many times in excess of the \$48 it would cost to obtain it. Correspondence is invited from publishers to whom the suggestion herein made appeals.

#### DON'T BE TOO ORIGINAL.

A really original advertisement is like a new word—the people don't understand it. They require time to familiarize themselves with it and grasp its meaning. On the other hand a plain, everyday common sense sort of announcement that sets forth facts clearly captures both the attention and the cash of the reader. There has not been, and there will not be, any sort of advertisement so effective as one that tells the story of the goods and the store in the fewest, plainest words that will convey the exact meaning desired.—*Michigan Tradesman.*

#### NEWSPAPER HEADINGS ILLUSTRATED.



"THE PHILADELPHIA ENQUIRER."

## A BIG TRUST COMPANY'S PUBLICITY.

For some months now there have appeared, in papers like the *New York Sun*, *Times*, *Tribune* and *Evening Post*, some small advertisements for the Trust Company of America that hold the attention by the rather unhackneyed way in which they set forth conventional service features of such a corporation. The copy deals with letters of credit, fiduciary service, the management of

**"DEATHLESS PERSONS" is what  
the law calls corporations.  
This practical immortality  
makes the trust company  
a better and safer executor  
of a will than an individual.**

**The Trust Company of America**

**135 BROADWAY, NEW YORK**

**BRANCHES** { 55 Wall Street, New York  
                  { 95 Gresham St., London, E. C.

estates, the safe-keeping of valuables, checking accounts and so forth. But there is a fresh note, and as the ads appear several times a week, top or bottom of column on news pages, they have served to make the company very well known in New York City in a short period.

The Trust Company of America is new, in one sense, being the merger of three trust companies that was affected about a year ago. It is one of the three largest in New York, having \$70,000,000 of assets, and does business down in the financial district, near Wall street. The man responsible for its advertising is Carleton Bunce, assistant secretary, who determined to get out of the financial rut when the company took up the advertising question after its merger.

"Advertising expenditure was a matter of course to such a company," said Mr. Bunce the other day. "Usually a new company goes into the financial pages. You have no idea how much money can be sunk in these pages of the

New York dailies—\$30,000 a year is a reasonable cost for financial cards that are practically buried. We thought that something ought to be secured as return for such an expenditure, so these announcements, two inches square, in preferred positions on news pages, have been used instead. As to the attractiveness of the copy, that is due to our staff as a whole. We all write advertisements, and twenty-five or more are approved at a time and set up for insertion in regular order.

While each ad says something about service, we believe the chief value of the publicity is in making the company's name known to the public. There are dozens of trust companies in this city, but few widely known. Uptown the Lincoln Trust Company has become conspicuous through street-car and other advertising, but as we are away from the residence district, and right in the heart of the financial community, with its conventionalities, the newspapers seemed to have a desirable degree of dignity for us. Do the ads pay? Well, they certainly get more attention than a card on the financial pages would. We ask people opening new accounts how they first heard of us, and get evidence that these newspaper ads are making friends. 'It seems to me,' one new depositor said yesterday, 'that the Trust Company of America is the only one I've heard of the past few weeks.' As for tracing so much new business to each paper, that is out of the question. But we are satisfied that there is a genuine and profitable return."

Some of the ads that have appeared in this series are as follows:

Before you sail for Europe provide for your expenses abroad by obtaining a letter of credit from us. Such a letter is as good as money in any part of the world.

Money talks, and it says to the holders of our letter of credit, "Don't worry, I'm here." With such a letter you can get money in any part of the world.

A great machine is at your service when you employ a corporation as

agent or attorney, and it is always running.

There is safety in a multitude of counsellors, and the many minds of a corporation are so many guarantees of good service.

No one man performs so well the duties of agent or legal representative as do the many men composing a corporation.

Collecting rents is one of our duties as trustee of real property. We remit money or place to your credit.

England is distant, but you find us doing business in London, just the same as in New York—that is, doing it well. Funds cabled to or from either office.

Heirs who inherit real property often find its care burdensome. We can manage it and collect or pay over the rents.

New York is like London in that we do business in both cities, and your affairs are equally safe in either when confided to us.

When you travel get from us a letter of credit, available throughout the world. It identifies you and secures you funds without trouble.

Executors give bonds, but these offer nothing like the security afforded by the resources of a great trust company. This company's responsibility amounts to over \$12,200,000.

"Plans o' mice and men gang aft agley" sang Robert Burns, but corporations make plans involving the continuous work of successive generations. We can thus accept trusts extending over several lives.

Your attorney may die, leaving no record of his doings as your agent. We never die, and always keep accurate records.

Death comes to all save corporations, and for this reason among many others a trust company makes a better executor or administrator than an individual.

Credit is a good thing to have—at the grocer's, at the butcher's, and with the ice-man—but it is indispensable when traveling. We give circular letters of credit that may be used anywhere. Inquire.

A single executor is but a single man. A corporate executor is as many men as due performance of the trust requires.

Good investments are not always easily found. While waiting to invest, place your money with us, where it will accumulate for your benefit. We pay interest, and your deposit may be subject to check. Inquire.

Come to us for aid whenever you are weary of the care of your reality. We take charge and collect and pay over rents.

Our letters of credit are the traveler's best security against trouble or embarrassment arising from want of funds. Get one before you go abroad.

Portable treasuries are what our letters of credit really are. Provided with one, you will find your European trip free from care.

Personal accounts, interest-bearing and subject to check, can be opened either at our main office or at our

Wall street branch, whichever you may find most convenient. Inquire.

Must you leave in a hurry? Then leave the collection of your income, the safeguarding of your securities, and the care of your valuables in trustworthy hands. We do all these things, and more.

\$10,000 reward is a conservative estimate of what it costs New Yorkers to recover lost or stolen valuables every year. If they had been deposited with us, they would not have disappeared and no reward would have to be paid for their recovery.

The Atlantic is wide, but we are to be found on both sides of it—in New York and in London—ready, able and willing to attend to your interests.

Travel where you may, our letters of credit will assure you a constant supply of funds. They are good all over the world.

The numerous excellent announcements referring to letters of credit were printed during the spring and summer months, when European tours are uppermost in the minds of everyone in New York, and especially large numbers of tourists passing through the city. But concentration of advertising on such a detail would probably bring results to a bank or trust company in any important city during the proper season.

"We will do anything creditable to get business," says Mr. Bunce. "One of the first advertising devices put into operation was our telephone pad. For some time we have had these printed for our own use. They lie near the 'phones, and have blank spaces upon which to write the name of any person calling up one of our staff who is not in the office at the moment, as well as the telephone number of inquirer, the date, the hour, and any message that may be sent. We wrote to 8,500 apartment houses, hotels and business houses having a private telephone exchange in New York, enclosing a blank from one of these pads, stating that we had found it a useful device, and asking if they would care to be regularly supplied. Reply postals, prepaid, were enclosed also. We got back 6,000 requests, and now supply these pads regularly through a special delivery department. Each blank bears our advertisement—inconspicuous, but put into the hands of thousands



of good people in the apartment houses of this city. Whenever a resident of an apartment house is called up, and is not in, and the telephone attendant takes a message, our advertisement goes into the party's hands with that message when delivered. The paste-board back on each pad gives our address and telephone number, and tells how to apply to us for a new supply. We are considering the scheme of making this back a complete order card, with our address on one side, and place for stamp, and order blank on the other. If this is against postal regulations we may slip a reply card into the pad.

"Another successful novelty of this sort is a memo pad we supply to 3,000 attorneys in New York—not a cheap one, but printed on good paper, with leaves of ample size, and well printed. Thus our name is before people who are nearest to bankruptcy proceedings, the settling of estates and fiduciary matters generally. Like all live financial corporations, we depend much on personal solicitation of business. Our solicitors say that these pads on lawyers' desks are often exactly the thing that enables them to start a conversation agreeably, and that we are usually known."

### OUTDOORS AND INDOORS.

Consider the Advertising Solicitor:

Now drawing a fat salary and robed like the lilies of the field, or again the lean, thin promotion department of some publication that nobody is foolish enough to advertise in, humbly going about, seeking the unfindable on commission, a camp-follower of Publicity;

Now dining with commercial princes, a valued strategist; again subjected to the indifference and contumely of small men in great places—

Consider him:

He is to the old advertiser, and the new, and the man who has never advertised and doesn't believe in it, and the man who once

advertised and quit and doesn't believe in it either—he is to all of them at once the rose and the thorn.

Here he criticises old-fashioned business methods and converts by shame or apprehension; there he plans, constructs and makes his point by arousing ambition; he is at once the biting irritant and the balmy anodyne, an optimist or pessimist, approver or disprover, good Samaritan or Job's comforter, as the case may demand;

To the publisher and the agency he is so widely useful and necessary that no wonder he has frequently been mistaken for the whole thing.

\* \* \*

"A strong soliciting agency" is the phrase often applied to certain advertising agencies. These are ever in the limelight. Their names bob up in the advertising news. Their officers and staff are among those present at all advertising banquets. Their advertising beliefs become propagandas, and in all that world of outer darkness where exist, somehow, the business houses that have never advertised, they are looked up to as the king pins, the bright examples of the advertising situation. They perform brilliant deeds in this outer world, making converts with the skill of Jesuits. Is there a rock-ribbed manufacturing concern, famous for its pig-headed stand against advertising, traditional for its success without publicity? Some morning you wake up to learn that the strong soliciting agency has persuaded it to make an advertising appropriation—to repent and turn its methods upside down. The strong soliciting agency is renowned for its "creative methods." Its function is not to work upon the clients of other agencies, winning over business houses that are already advertising, but to illumine the non-advertising world of outer darkness, and make advertisers where there have never been any before.

You seldom hear much about the inside of such an agency, however—it is all outdoors, all



on parade. And here lies the dark side of the picture.

The announcement that the Strong Soliciting Agency has won over an old conservative textile house fills several pages in an advertising journal. A far more significant announcement occupies three lines in small type in an obscure corner, and is to the effect that such-and-such a convert, made by the strong soliciting agency two or three years ago, has transferred his advertising account to some agency not identified with startling promotion and creative methods.

While the conspicuous agent, with his brilliant methods, has been converting new proselytes to advertising, this less conspicuous agent has been quietly building up a copy department, a rate department, an art staff an organization to take care of merchandising and distribution. Far from being strong on promotion work, he may often be his own solicitor, and find very little time to look about for new business. Where the strong soliciting agent has built up outdoors, he has built indoors. The former has perfected himself in the after dinner story and the loud ha! ha! The latter has made of himself a ready writer. The outdoor agent's chin is double, and his waist line expansive; his grasp is strong and cordial, and he is a good fellow. But the agent who eventually got the account and can hold it has no waist line. His chin is a right angle. His abstemious habits cast a gloom where the wine flows, and his strongest point is that his brow bulges.

\* \* \*

May heaven long spare the strong soliciting agent, for he makes business. If he could hold it as ably as he gets it, his agency would grow into such an institution as will probably never, under present conditions, be built up under the sun. He would have all the accounts there are, and his plant would resemble the Steel Trust. Such an institution might be built up also by the agent

whose brow bulges were he able to get accounts as well as he keeps them. But he never is. It might be built up in a third way. These two typical agents could form a merger. But they never do, because, while each is necessary in his sphere, each is also antagonistic. The plodding ways of the agent who devotes his time to indoors would drive the strong soliciting agent to something far stronger than White Seal. The brass band methods of the outdoor agent, on the other hand, would fritter away the margin that goes to support efficient service departments, and unseat the reason behind the bulging brow. They will never get together.

The Advertising Solicitor is a good thing.

But there can be too much of him.

As a pioneer nothing will replace him. But advertising is only part pioneer work, and when he degenerates into the monkey's hand that pulls chestnuts out of the fire for somebody else; when he is a good man to have, but not to hold; when the front door of him leads right out the back door—then it is time to consider reduction of waist line and development of forehead.

#### CONFIDENCE.

It is stated that William Ostrander made a profit of nearly one thousand dollars per day during 1905, and this immense profit is the outgrowth of a business which less than ten years ago did not yield two thousand dollars a year. Mr. Ostrander never realized the possibilities of his business at the start, but he had nerve. There are thousands of schemes lying dormant to-day which are capable of earning just as much as did that of Ostrander's, but these promoters lack the "nerve" to do the work which made him a success.—*Advertising Chat.*

#### TO PROTECT SONG BIRDS.

The New York Zoological Society issues posters, made of durable cloth, calling attention to the recent amendment to the penal code in New York State, which forbids unnaturalized foreigners from carrying guns or any other dangerous weapons at any time. These posters are furnished free of charge to all persons having country homes, etc.—*Leslie's Weekly.*

## THE DEPARTMENT STORE A BIG OUTLET FOR LIT- ERATURE.

Hundreds of manufacturers who supply goods to the great department and dry goods stores might profit by their facilities for distributing advertising literature with next to no trouble at all. The only thing to be done is ask these stores how much literature they want, and then have it printed.

"Pshaw! They'd throw it in the turnace," says the average manufacturer to himself. This is a widespread impression. But in most cases it seems to be wrong. The advertising manager of a large Western department store says from one year's end to the other he is on the hunt for printed matter to put into bundles and to use as envelope fillers. Every manufacturer of an article with a story to tell is canvassed for literature, but in many cases the response is slow, and in others it never comes. Cost of effective circulars or folders, with the store's card on them somewhere, would not be great. This is not the drawback, but the fear that printed matter will be wasted. Even manufacturers who spend money for magazine space and mailing campaigns will often refuse to furnish appropriate matter to the stores. Yet in this very store it is the rule—as in others of the same class—to instantly discharge a bundle wrapper or inspector who so much as throws one piece of printed matter away. This seems a hard regulation, but it indicates the respect that big stores have for advertising literature, and their recognition of the fact that the only way to get any return out of it is through conscientious distribution.

A few figures as to the trade of this store and its charge accounts demonstrate its importance as an advertising medium for the manufacturer whose goods are on its shelves. Between 15,000 and 20,000 purchases are wrapped up daily, and into each of these bundles is a descriptive circular

of one thing, a novelty that will make an impression and create desire for itself. All the materials for a gown are advertised in the newspapers. When the woman has fabric wrapped up and sent home, then is the psychological time to talk to her about new hooks, braids, snap fasteners, etc. This same store likewise has 38,000 charge accounts to which every month bills are sent. So fully 40,000 envelope fillers can be distributed monthly, or a half-million a year. The bundle department can absorb from four to six million pieces of printed matter yearly. This is only one store out of thousands.

Such distribution would not only be given faithfully, but in certain instances the manufacturer could arrange with specified departments to distribute his literature at the busiest season in his line. If he made a new rubber, for instance, the shoe department would be glad to put his folders in every shoe bundle during the wet months of spring and fall. It would be just as well with such merchandise to distribute over the whole store, confining the campaign to a specified season. But with articles of narrower interest he could get as close to his own kind of purchasers as the various departments in a large store do, with their divisions and re-divisions.

Here is a big, cheap, productive advertising medium that is not working as it should, because it has not all the literature it can distribute. Why hasn't it? Because the average manufacturer assumes that the big store would not distribute what he provides. Wouldn't it be well to inquire into this assumption, and either disprove or verify it? It would seem a very profitable thing to do if one were a manufacturer.

### BRIGHT.

Brill Brothers, of New York, send to each name on their list a postal card from Paris containing a picture and the following statement:

"Greeting from a member of Brill Brothers, who is now abroad in search of new styles and ideas for men's wear."—*Advertising*.

# NO ADVERTISING METHOD IS ABSOLUTE.

Different men in the same line of business, even in the same neighborhood, who follow apparently opposite methods, succeed. Some people tell you always to advertise the price of the goods you wish to dispose of; others tell you to arouse curiosity by giving everything in detail but the price, and I tell you that neither method will apply to all cases.

Foods and wearing apparel are necessities and people must have both; bargains are always appreciated by the public, and often it is best to state the price, both in your advertisement and by fastening the price cards on the goods which are displayed for sale, but suppose you have a new article of clothing, something better and higher in price than the goods that your customers have heretofore been in the habit of purchasing from you, if you state the price it will scare off many, who if they could first be shown the goods, have their superior qualities explained and in this way convinced, would have become purchasers.

If the Dey Time Recording Co., of Syracuse, N. Y., were to state in their advertisements, that every factory needed a clock by which the employees would be compelled to register the time they began and quit work, and that the price of the clock was upward of \$100 and that for every hundred people you would need an extra clock, it would prevent many possible patrons from investigating further. But the price is not mentioned, but enough facts are given in the advertisement to arouse the curiosity of the prospective customer and to cause him to write for more information; then the concern has an opportunity to present facts showing him that while the cost of the clock seems high, it is in fact extremely cheap for the service it renders.—F. L. Jones, in *General Information*.

## OBSTACLES TO BRITISH BOOK ADVERTISING.

There is a great obstacle in the way of the book publisher who wishes to frame his advertising on original lines, that is the opposition of the newspapers themselves. Thus, most of the London and provincial dailies still adhere to the antiquated rule of "no blocks." One glaring instance of this is to be found in what one would have thought a most unlikely source—the *Daily Mail*—and in this case it is the more inexplicable, as its publishers' announcements appear on the front page, where the bold and often vulgar blocks of the soap or pill maker are allowed without stint, while a tasteful ornament, or facsimile of a book cover, such as a publisher needs, is tabooed.

The *Telegraph* and one or two of the older dailies are just as arbitrary, but this is less surprising. A few of the London dailies are more considerate—notably the *Daily Chronicle*, *Daily News*, and the *Westminster*, but it is surely time that all of them ceased to

check the efforts of those publishers who wish to give their announcements greater variety and attractiveness.

In the provinces these old-fashioned restrictions are just as prevalent. The *Manchester Guardian*, the *Yorkshire Post*, *Scotsman*, *Glasgow Herald*, and *Irish Times*—to give only a few instances—still forbid modern display or blocks of any kind in publishers' announcements.—*British and Colonial Printer and Stationer*.

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

## WANTS.

THE circulation of the New York World morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WINDOW dresser who can write show cards, do general decorating and act as salesman in rush hours. State experience in full. HATGOODS, 306 Broadway, N. Y.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man, get typewrite: 64 pp., 50c. postpaid. Agents wanted. A. S. KELL, 100 Nassau St., N. Y.

WANTED—A position on the advertising staff of some good live daily. Can write and lay out copy in approved manner, thus forcing new business and retaining old. Address "Results," care Printers' Ink.

## CIRCULATION MAN WANTED

on large, progressive and well-established weekly of general circulation. Must have experience in subscription work and be able to plan and carry out active campaign. Exceptional opportunity for right man. State experience and full particulars. Address 414, care of Printers' Ink.

WANTED—To get in touch with small recognizes a newspaper advertising agency anxious to grow. Willing to buy such a business if of the right stripe and managed intelligently. WM. L. STEPHENS, Room No. 110 Emma Bldg., Wilmington, Del.

ARTIST WANTED—Extraordinary opportunity for general all-around artist to take charge of Art department in large, progressive newspaper and job office in beautiful city within 30 miles of New York. Address with full particulars, "ARTIST," care of Printers' Ink.

WANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desire party able to buy an interest and take full charge of the business. For particulars address "L.B.," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 315 Grand Ave., Kansas City, Mo.

NEWSPAPER REPORTERS—Bright young men who know what news is and how to write it, send for booklet No. 7 about positions FERNALDS' NEWSPAPER MEN'S EXCHANGE (estab. 1888), Springfield, Mass.

SALESMEN WANTED and Business Opportunities in every corner of the United States. Read the quality illustrated Classified pages in EVERYBODY'S MAGAZINE—America's Great Classified Medium—three million readers.

Have You Something to Sell? Send for "How to Advertise in a Small Way successfully" and other free booklets. THE RIDGWAY THAYER COMPANY, 31 E 17th St., New York.

**ENGAGEMENT** wanted as advertising manager in commercial house, or as assistant. Have selected media and placed all the magazine and newspaper advertising for the largest house in its line in the country for the last ten years. I am a practical job printer, understand engraving processes and the preparation of booklets, folders and catalogues. Well educated, a good organizer, and not "top heavy." "J. S. M." care Printers' Ink.

**A** D-WRITER and commercial artist, at present employed in a despatch position with manufacturer or retailer, or in the copy department of an agency or trade paper. Six years experience preparing advertising matter for machinery, food products, hardware, mail-order specialties, etc. Thorough understanding of printing, engraving, estimating and catalogue work. Newspaper, agency and magazine training. "G." care Printers' Ink.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2.50 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. POWELL**, Advertising and Business Expert, 143 Metropolitan Annex, New York.

**Y**OUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## Open for Engagement by Reputable Manufacturer or Advertising Agency.

A man with eight years' selling and managerial experience.

Having a wide and diversified fund of information, covering commodities and their marketing to Jobber, Retailer and Consumer. Trained in all phases of Publicity, and possessing an accurate knowledge of details of all trades and professions associated with same.

A writer of "Salesmanship" copy that "pulls."

A manager and an executive, proficient in selecting mediums, buying space, etc., who is giving satisfaction to present employers.

\$1,800 a year to start.

Highest references; interview arranged.

Address "F. M. W." care of Printers' Ink.

### ILLUSTRATORS AND ILLUSTRATIONS

**A**DVERTISING Cuts for Retailers; good; cheap. **HARPER ILLUS. SYNDICATE**, Columbus, O.

### PHOTO-ENGRAVING.

**PHOTO-ENGRAVERS**, Designers, price list and samples sent on request. **STANDARD ENGRAVING CO.**, New York.

## 1,000 16-PAGE BOOKLETS For \$25.00

### MORE BOOKLETS FOR MORE MONEY.

Size to fit in 6 1/4 envelope. First-class printing and fine paper. Send for sample. Address **PRINTERS' INK PRESS**, 45 West Street, New York, N. Y.

### PATENTS.

**PATENTS that PROTECT**—  
Of 5 books for inventors mailed on receipt of 5 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Estab. 1869.

**S**HEPHERD & PARKER,  
Solicitors of Patents and Trade Marks,  
508 Dietz Bldg., Washington, D. C.  
Highest references from prominent manufacturers. Hand book for inventors sent upon request.

### PRINTERS.

**P**RIETERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

**W**E print catalogues, booklets, circulars, advertising matter—all kinds. Write for prices. **THE BLAIR PTG. CO.**, 514 Main St., Cincinnati, O.

### ADVERTISING MEDIA.

**T**HE EVANGEL.  
Scranton, Pa.  
Thirteenth year; 20c. a grade line.

**T**HE TROY (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

### MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 78 Vermont St., Buffalo, N. Y.

### CARDS.

**P**OST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **C. S. SOUVENIR POST CARD CO.**, 1140 Broadway, N. Y.

### DIRECTORY OF NOVELTY MANUFACTURERS.

**A**GENTS wanted to sell ad novelties. 25c. com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

**C**RYSTAL Paper Weights with your advertisement, \$15 per 100. Catalogue ad, novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

**NOVELTIES WANTED**—Can use 50,000 monthly good advertising novelties appealing to smokers. Not to cost over five cents. Send samples and quotations. **"PRIMUM"**, care of Printers' Ink.

**W**RITE for sample and price new combination Kitchen Hook and sill Pile. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

### ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

**A**UTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

**AUTO-ADDRESSER**, 310 Broadway, N. Y.

### PUBLISHING BUSINESS OPPORTUNITIES.

**A**JUVENILE Magazine.  
Having good, paid subscription list, Car: ring representative advertising.  
Can be purchased at this time.  
On account of illness of present owner.  
Price and terms satisfactory to responsible Parties. Address or call on

**EMERSON P. HARRIS**,  
Broker in Publishing Property,  
233 Broadway, New York.

### REAL ESTATE.

**R**EALTY AND OTHER BUSINESS OPPORTUNITIES in every corner of the United States, Cuba, Mexico and Canada. Read the quarterly Illustrated Classified Pages in **EVERYBODY'S MAGAZINE**—America's Great Classified Medium three million readers.

Have You Something to Sell? Send for "How to Advertise in a Small Way Successfully" and other free booklets. **THE RIDGWAY-HAYES COMPANY**, 31 E. 17th St., New York.

## ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace pencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 401 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

## SUPPLIES.

**NOTE HEADINGS** of Bond Paper,  $5\frac{1}{2} \times 8\frac{1}{2}$  inches, with envelopes (laid p), 100 for 60c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50, 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. MERIT PRESS, Bethlehem, Pa.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

**BERNARD'S Cold Water Paste** now used exclusively by publishers, clipping bureaus, billposters, cigar makers, trunk factories and all paste users who have tried it. Sample free. BERNARD'S PASTE DEPT., Tribune Bldg., Chicago.

## ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY,** 1 Madison Ave., N. Y. Medical journal advtg. exclusively.

**H. W. KASTOR & SONS ADVERTISING COMPANY,** FANY, Laclede Building, St. Louis, Mo.

**THE IRELAND ADVERTISING AGENCY,** Write for Different Kind Advertising Service. 225 Chestnut Street, Philadelphia.

**ALBERT FRANK & CO.,** 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**BARNHART AND SWANEY,** Oakland, Cal.—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

## CLASS PUBLICATIONS.



**20,000 Buyers**  
(of \$1,025,000,000 annually)  
Hardware, Housefurnishing  
Goods, etc.  
Read every issue of the  
**Hardware Dealers'**  
Magazine.  
Write for rates. Specimen  
Copy mailed on request.  
253 Broadway, N. Y.

## TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascade, Huiers, Vaseline, Santol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOFFER COMPANY,** 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

## FOR SALE.

**ADVERTISING Wagon and Harness,** cost \$500 used but little, fine for medicine business. For sale at a bargain. CHAS. BERNARD, Tribune Bldg., Chicago.

**FOR SALE**—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,600, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. McCoy, Lake Charles, La.

## ADVERTISEMENT CONSTRUCTORS.

**WRITER,** experienced in research, prepares addresses, pamphlets, &c. Confidential. "COMPILER," Box 1007 N. Y.

**SCHWED'S CREATION** pays advertisers. Circulating 10,000. Advertising rate, 10c. a line; \$1 an inch. Subscription price, \$5 a year. SCHWED BROS., 409 E. 62d St., New York.

## A Brainy Business Bringing Idea from the Breezy West

introduce them in your "follow-up," and notice increased returns. Address on your office stationery.



**FREDERICK WARD**  
(Originator of Illustrated Letters),  
40 Dearborn St., Chicago.

## LETTERS,

business articles, booklets, trade marks, advertisements and advertising plans of a superior kind will be prepared promptly in out-of-office hours for a few advertisers whose interests do not conflict with those of the International Correspondence Schools. Seven years' experience preparing order-informing advertising of great variety. Expert criticism of manuscript, printed matter, and plans.

**S. Roland Hall, 1120 Ash St., Scranton, Pa.**

**I** DO not know all about anything—do not even suspect myself of it—but have a tolerably flexible mind, plus a reasonable amount of "GUMPTION."

I make Circulars, Folders, Price Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.—all of these with "peculiarities" of their own.

It will cost you nothing to have me send you samples of these "doings," and you might chance to discover from them that it might pay you to have me build something for YOU! A postal card sent me in one cent astray. No. 60, FRANCIS I. MAULE, 402 Sansom St., Phila.

## A SECOND Fling at the Publisher by "HIMSELF."

Again, Oh, Publisher, hearken unto the lean and hungry truth: You are—omelleted to spend thousands of dollars hunting new business because you are not successful in keeping old business in your columns.

A steam hoist couldn't lift a heavy weight with a weak cable, and no matter how powerful your publication may be, it can't produce satisfactory results with ineffective copy. When you sell space to an advertiser help him to get the kind of copy which will make it pay.

Good copy sells the goods and it sells the space. More than one publisher, imbued with this truth, has gotten into the habit of sending clients to the one big advertising institution devoted exclusively to the preparation of *Advertising Copy of the Higher Order*. Go, then, and do likewise—it pays!

**THE LETTER SHOP,** 1200 to 1295 Monon Building, 324 Dearborn Street, Chicago, U. S. A.

## STREET CAR ADVERTISING.



## CARD INDEX SUPPLIES.

**THE CARD INDEX QUESTION** will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

## ADDRESSES FOR SALE.

**I** CLASSIFY all S. Cal. addresses to order. \$7.50 per M. **EUGENE A. GRANT,** Pasadena, Cal.

**PREMIUMS.**

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (O O) Greatest book of its kind. Published annually, 34th issue now ready; free. S. F. MEYER CO., 47w. and 49 Maiden Lane, N. Y.

**PAPER.**

**B** BASSETT & SUTPHIN.  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

**FOR SALE OR EXCHANGE.**

**47** DESIRABLE building lots in South Savannah, Ga. Excellent opportunity for colony or truck gardeners; will sell reasonable or exchange for anything of equal value. CHAS. BERNARD, Tribune Bldg., Chicago.

**HALF-TONES.**

**NEWSPAPER HALF-TONES.**  
2x3, 75c.; 3x4, \$1; 4x5, \$1.00.  
Delivered when cash accompanies the order.  
Sent for samples.

**KNOXVILLE ENGRAVING CO., Knoxville, Tenn.**  
**HALF-TONE** or line productions. 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 415. Philadelphia, Pa.

**COIN MAILER.**

**1,000** for \$3 10.00. \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

**COIN CARDS.**

**\$3** PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

Within the Past  
Year We  
Have Supplied  
**THE GOVERNMENT  
PRINTING OFFICE**



At WASHINGTON, D. C., With Over  
**100,000**

POUNDS OF

**MONOTYPE METAL  
WITHOUT A SINGLE COMPLAINT.**

Has a record like this ever been surpassed in the manufacture of Printers' Metals? We make a specialty of the manufacture of Metals for Printers—Monotype, Linotype, Stereotype, Electrotpe, Autoplate, Compositype.

**MERCHANT & EVANS CO.**

Successors to

**MERCHANT & CO., Inc.**

SMELTERS, REFINERS,  
**PHILADELPHIA.**

New York Chicago Baltimore  
Brooklyn Kansas City Denver

## “Reason to Regret.”

We have been using your news ink for some time until our last order, when we sent elsewhere, and now have reason to regret it. Send us your sample book and we will bear you in mind when we make the next order—  
*Leader, Covington, Tenn.*

Many of my customers have been induced to try other inks through the glib tongue of some salesman who promises to give as good quality and as low prices as I offer, also a line of credit, but when the goods arrive they are no more like mine than chalk is to cheese. I employ no traveling men and trust no one, consequently make no losses and my customers get the benefit of my low prices. Send for my sample book.

ADDRESS:

**PRINTERS INK JONSON,  
17 SPRUCE ST., NEW YORK.**

# The Point in Question?



## WHICH HAS THE CIRCULATION?

Conclusive proof that THE OAKLAND TRIBUNE has the largest circulation because it carries the greatest amount of advertising (at higher rates) than all other local papers:

Actual Inch Measurement	June, 1905	June, 1906	Net Gain
TRIBUNE	36,248	46,950	10,702
All other Oakland papers	36,177	44,398	8,221

THE TRIBUNE reaches seven-tenths of the homes of Oakland, Berkeley and Alameda (combined population, 250,000).

THE TRIBUNE { 16 pp. every evening.  
                          { 46 pp. Sunday morning.

Only Associated Press paper in Oakland.

Only paper having Sunday morning edition.

" PROVES ITS MERITS."

### OAKLAND, CALIFORNIA

**Largest Residence  
City on the  
Coast**

**Largest Factory  
City on the  
Coast**



## COMMERCIAL ART CRITICISM

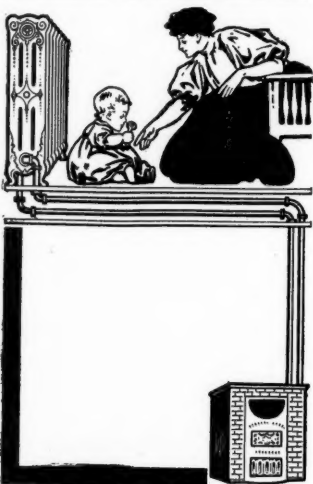
BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

It seems to be an accepted fact among the advertisers of heating apparatus that the picture of a comfortable and happy infant is one of the best illustrations for an advertisement in their line of business. There seems to be no excuse, however, for treating the infant so unkindly as in the advertisement marked No. 1, in which the unfortunate little thing is completely overwhelmed by its surroundings. In No. 2 we have the heating outfit with the baby and the mother in a clean, attractive and well-balanced picture. By the way, the grand prize for condensation belongs to the person who constructed No. 1. In that picture we are shown not

party scene in the far distance, through the window. In the language of the day: Can you beat that?

\* \* \*

Here is an interesting example of display—the advertisement of Sargent & Co., who want to give



No 2

**COLD WEATHER COMFORT**

**Let us make you a proposition for heating your residence or building either by steam or hot water**

We can furnish you with plans and all necessary material so that any ordinary mechanic can install same.

**Our prices are very reasonable**

Send us a rough sketch of your plans with measurements, and we will make you a proposition for furnishing the outfit complete. We will save you at least 25 per cent.

**ASK FOR BOOKLET No. H-488**  
 on heating and plumbing materials  
**Address CHICAGO H. W. CO.**  
 85th and Iron Sts., Chicago.

No 1.

only the radiator, the baby and the mother, but several toys, a cat, a plant, a sofa with pillows, a window curtain, a picture of George Washington crossing the Delaware on the wall and, as a crowning triumph, a sleighing

away a cook book. The word "free" is certainly displayed to the full possibilities of the space. The question is, is the word "free," standing practically alone by reason of its great strength, the most important thing in the advertisements? The word "free" attracts all sorts of people who are looking for something for nothing, and a certain number of these will be women who want a cook book. The balance of those attracted will be waste circulation. Women who might want a cook book will see the word "free," but may not read the advertisement. If the words "free cook



the central bottle. There is little or nothing about this advertisement to commend. There isn't any copy—nothing to show whether the article advertised is a beverage or horse liniment. The construction is such that the bottle doesn't really have a show, as the space it occupies is comparatively small.

THE liquidator appointed by the French Government to manage the property of the Carthusian monks sold by auction on June 30 the trademark of the Grande Chartreuse, together with the right to reproduce the form of the bottle. The trademark realized £25,164.—*Exchange.*



### We Will Tell You How to Advertise Any Business the Best Way.

We can prove to you, no matter what line of business you are in that

## THE BELDEN TELEPHONE PAD

will produce better results than any other form of advertising—Newspapers, Posting, Circulars, Letters, or anything else.

There is a *right* way to use the Pad. We know the way. It helped to make the Chicago Daily News, Chicago's greatest want ad paper. It helped put the St. Paul Dispatch way in the lead in St. Paul. Dozens of testimonials as to the value of the Pad. Used on the home and office phone—that's the point. Different styles for different phones.

We give exclusive use under certain conditions.

Specially interesting proposition to Real Estate Dealers, Coal Dealers, Bankers, Gas Companies, Grocers, Newspapers, etc.

Write NOW.

### BELDEN MFG. CO.

198 Michigan St., Chicago  
Single Pads (like cut) on sale and expressed to any one for 50c.

**EXPERIENCED ADVERTISERS  
ARE ALWAYS LOOKING FOR**

## THE ONLY ONE OF ITS KIND

The Scotch and Scotch-Irish Presbyterians were the founders and are the builders of America, and stand to-day among ourselves and before the world for everything that is best in religion, education, politics and industry. The rank and file of the ministry and membership of the Reformed Presbyterian denomination are Scotch or Scotch-Irish Presbyterians; and to reach them thoroughly and effectively you must use their officially endorsed religious weekly.

## THE CHRISTIAN NATION

Wednesdays—23d year,  
**NEW YORK.**

CHRISTIAN NATION PUBLISHING CO.  
Tribune Building, N. Y.

**ESSENTIAL:** That which is necessary.

We could not have coined a better word to express the position of the

## Svenska Tribunen-Nyheter

as a medium to reach the Swedish-Americans in the United States.

**Guaranteed Circulation:**

**55,000 copies weekly**

In size the largest Swedish publication in the world.

In circulation the largest in the United States.

It is THE ONE Swedish newspaper to put on your list.

**SVENSKA TRIBUNEN-NYHETER**  
Swedish Tribune-News Building,  
67-69 E. KINZIE ST., CHICAGO.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

R. F. ADAMS,  
Advertising,  
HUNTINGTON, W. VA.

### Editor Ready Made Department:

I am inclosing a series of eleven ads written by myself for the Home Laundry of this city. These ads appeared in the *Huntington Advertiser* during a period of eleven weeks this Spring and had the effect of doubling the business of the laundry.

You, of course, cannot spare the space to reproduce them all with comments, but I would be very glad if you would select those you consider the best and make such comments as you consider proper.

I might say in passing that I have been an interested reader of PRINTERS' INK for nearly two years and have derived much pleasure and assistance from the perusal of its columns.

Yours truly,

R. F. ADAMS.

P. S.—I also inclose three ads produced by me for the Huntington National Bank upon which I would like to have your criticism. These appeared in the *Huntington Herald*.

When a series of ads has doubled a business in eleven weeks it comes pretty near being a waste of time to pick them to pieces and point out a word here and there that is not quite right, even when they are subject to such criticism. It isn't hard to understand why these ads were successful. Their writer has taken up one thing at a time and talked about it seriously and sensibly, without any effort to be cute or clever. When laundering lace curtains was the subject he forgot everything else; and while those ads may not have brought in any soiled and wilted collars, they did, no doubt, leave an impression on the mind of the woman with lace curtains to be "done up." When the curtains turned out all right, that made an entering wedge for the rest of the wash. In all but the few things a man buys for himself, it's a pretty good idea to get the "women folks" on your side. All laundries look pretty much alike to the average man, who is too busy to bother himself much about such details; but it's different with women—it's a part

of their business to look after those matters of domestic economy, and that's why it pays to go out of your way to please them. And, by the way, that old laundering phrase about "doing things up" is an unfortunate one to use in laundry ads, because, in most cases, according to my own experience, it is too literally true. I notice that it is making way more and more for the better, more descriptive term "laundering." Here are a few of the laundry ads; the others have been filed for later issues:

### THE BUTTONHOLE AT THE BACK.

Your experience with it has no doubt lead to much vexation, possibly profanity. Broke your fingernail trying to pry it up from the neck-band eh?

You won't have that experience if you send your shirts to us. We save you the trouble of prying up that buttonhole flap, and there's no danger of tearing the shirt the way we do it either. Try us and see.

HOME LAUDRY,  
Cor. 6th Ave. and 9th St.,  
Mutual Phone 403.

### LACE CURTAIN CLEANING.

We cleanse without injury to the fabric. We have frames to stretch and shape them properly with out tearing; these are reasons why we have such success in laundering Lace Curtains.

How much better it will be to let us, with proper experience and facilities, wash your Curtains than to undertake it yourself without them.

HOME LAUDRY,  
Cor. 6th Ave. and 9th St.,  
Mutual Phone 403.

### ECONOMY

Most fabrics tear easier when wet than dry. This is one reason why we starch shirts, collars and delicate fabrics by hand.

There is so much more danger of tearing them when a machine is used for that purpose.

True, it costs us a little more to do it by hand—our margin of profit is reduced that much—but we have the satisfaction of knowing our customers are pleased.

Don't forget our repair department.

HOME LAUDRY,  
Cor. 6th Ave. and 9th St.,  
Mutual Phone 403.

The bank ads are good, but I

don't particularly like the start of the one reproduced below. I spend money foolishly, and I don't know, except in a general way, how much I spend. An intimate acquaintance might interrogate me on the subject without giving offense, but when such questions are fired at me through the newspaper, by a stranger, my first inclination is to reply "None of your business." I am probably not radically different in this respect from 99 out of every 100 men who read advertisements. The point made is a good one, but should not be brought out quite so abruptly or in words that can by any possibility give offense. The other ad, headed "A dollar in bank," really makes the same point in a different way—a way much less likely to offend:

#### NOT MAKING ENOUGH MONEY?

How much do you spend foolishly? Don't know, eh?

Suppose you try paying your bills by check. By glancing at the stubs you may readily ascertain what you have spent during a given time,—and you'll find that it's not that you're not earning enough, but that you're spending too much.

Deposit your money with us. Let us assist you with the many conveniences this Bank affords.

THE HUNTINGTON NATIONAL BANK.

#### A DOLLAR IN BANK

is worth more to you than a dollar in your pocket, because—

You know it is safer;

You are not so liable to spend it needlessly;

You can make it earn for you 3 per cent interest if you deposit it here for a given time.

Are not these excellent reasons why you should begin a deposit account with us? Our efficient and obliging banking force is at your disposal.

THE HUNTINGTON NATIONAL BANK.

*Another Good Thing for Stationers to Push While the Post Card Craze Is On. From the Springfield (Mass.) Union.*

### Everflat Post Card Albums

The kind that will not bulge out at the back, and will always lie flat, whether containing Ten or Five Hundred Cards.

H. RUDE CO.,  
Springfield, Mass.

*The Frank Admission That Mistakes do Occur, Lends Strength to the Claim That They are Few. From the Brooklyn Eagle.*

### In Your Own Household,

where there are three or four, or at the most, eight or ten people, how often do mistakes happen?

In a store organization made up of thousands of people, you can see that the possibility of errors ought to be multiplied many fold.

Yet the errors are wonderfully few here because all of our thousands of helpers are trained in the indefatigable determination to do the thing right.

While you are out of town this Summer, depend on the Loeser store just as if you were here and could come personally to choose what you want.

Your orders will be filled as carefully and accurately as you could do it yourself. If there is a choice—if one article is more desirable than another—it is invariably the choicest that is sent you.

Your orders will be filled promptly, too. If you are on Long Island, deliveries will reach you on the same day that we get your order or early the next day. Loeser Long Island deliveries are the quickest made by anybody.

Order by mail, or 'phone or personally. You will find Good Service.

FREDERICK LOESER & COMPANY,  
Brooklyn, N. Y.

*A Good Fish Story, from the Lynn (Mass.) Daily Evening Item.*

### Nahant Sea Trout, 5c. lb.

Caught to-day. Right from the weirs.

A splendid substitute for bluefish, which is high at present.

A rich, dark meat fish, delicious for frying, baking or broiling. Easy to cook. Far better for your health than impure meat products.

Better try some to-day.

WILLIAMS BROS.  
213-215-217 Union Street,  
Lynn Mass.

THE BALTIMORE AND OHIO RAILROAD  
COMPANY,  
Office of Stationer.  
BALTIMORE, Md.

Editor Ready Made Department:

Will you kindly criticise the attached ad, which is appearing in one of our telephone directories. I think that the mention of the puff given the rival dairy was in bad taste and would have the opposite effect from that which the Pikesville Dairy is striving for, but would like your opinion on same.

Yours very truly,  
EDW. D. HALLOCK, Ad Student,  
Stationer's Office B. & O. R. R.

It certainly looks like a case of "sour grapes," whether it is or not, when a concern devotes an entire ad to talk about competitors, and a telephone directory is the last place for such an ad, anyhow. An ad in a telephone directory ought simply to bid for telephone orders; to tell how promptly and satisfactorily they are filled, etc. Here is the ad referred to:

Notwithstanding the flattering advertisements of our competitors in business, and the puff in the *Chicago Health Journal* inserted in the newspapers, concerning a certain Dairy in Baltimore, we claim to be the leaders in all that goes to make what President Roosevelt calls a "Square Deal" between a Dairy and its customers.

PIKESVILLE DAIRY CO.,  
1507-1513 Argyle Avenue.

Good One for Photo Enlargements,  
from the Indianapolis (Ind.) News.

## Why Not Make the Most of Your Favorite Snap Shots?

Our Bromide Enlargements from any clear negative gratify to the utmost the desire to get full picture value from a pleasing bit of photographic work. Let us show you what we do at these low prices for the sizes indicated.

6x8 inches, 50c.; 8x10 inches, 65c.; 10x12 inches, 85c.; 11x14 inches, \$1.10; 14x17 inches, \$1.35; 16x20 inches, \$1.60.

THE H. LIEBER CO.,  
24 West Washington St.,  
Indianapolis, Ind.

Good Advice That Is Good Advertising at the Same Time. From the Washington (D. C.) Evening Post.

## Eat Sparingly

—of meat during summer if you'd be comfortable. Let Prof. Hart's Brown Bread take the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour—Hulls and A.I. Pure and delicious.

Price, 6c. loaf, delivered. Write or phone.

KRAFFT'S BAKERY,  
Cor. 18th St. and Pa. Ave.,  
Washington, D. C.

A Novel Real Estate Proposition, from  
the Atlanta (Ga.) Georgian.

## Three Months Rent Free.

Only Three Left of Eight  
Brand New Suburban  
Homes.

The first month will be given Free and if occupied one year, two more months will be given Free at the end of the year, making only nine months you will have to pay for. None but good families will be allowed in these houses. These are located on the River electric car line only twenty minutes ride from the center of the city; contain 7 and 8 rooms; have never been occupied; are located in West Atlanta Park. Every house fronts a fifty-foot Park, which is set in trees, evergreens and flowers. Pure air; native oaks; an ideal spot for children. It is cheaper than living in the city and the surroundings are more wholesome. In the center of this Park are the Ferro Phosphate Springs, which will cure any case of stomach or kidney trouble, no matter of how long standing. It now has a new church, neatly furnished, a store, a school-house costing \$2,500 will soon be completed. Captain J. T. Mills, who lives on the grounds, will show you through the houses. Rent \$20 per month.

JOHN J. WOODSIDE,  
12 Auburn Ave.,  
Atlanta, Ga.

*A Timely One from the Washington (Pa.) Reporter.*

### \$10 Portable Showers \$15.

Such Hot Days.  
What can be more of a comfort or luxury than one of these showers that require no extra plumbing, but simply connect with your present spigot.

Those we have sold are giving excellent satisfaction.

T. F. BURTE, Plumber.  
46 E. Wheeling St.,  
Washington, Pa.

*A Good Section of a Large Ad in the Pittsburg (Pa.) Leader.*

### 1,000 Bamboo Porch Blinds.

They're made of the outside bark of the native Japanese bamboo tree, and having been exposed to the weather for years, resist the action of the elements best of all.

Every one has a rod at the top and bottom, with pulleys attached and hemp rope adjusted to roll them up. They are 4 feet wide with 6-foot drop. Regular 45c. blinds, Friday's price 29c.

Porch Seats.  
Another porch feature—4,000 Round Woven Straw Porch Seats for the use of those who would sit on the steps. Regular 5c. (each) kind—Friday 5 for 15c.

KAUFMANN'S,  
Pittsburg, Pa.

*A Good Argument for the Plain Package, but Altogether Too Indefinite as to Price. From the Halifax (Canada) Evening Mail.*

### You Don't Wash With the Box!

Roth box and wrapper of Baby's Own Soap are plain, business like and cheap. All the money is in the soap itself, which is as "wholesomely" pure and fragrant as money can make it.

Baby's Own Soap is much imitated as to appearances, but delicate skins soon show the difference. "Baby's Own" costs you no more than the imitations.

ALBERT SOAPS, LTD..

*Something a Little Different in Opticians' Advertising, from the Galveston (Tex.) Tribune.*

### See That Hump?

Parents and teachers should notice particularly the position assumed by the children while studying.

When a child holds the book very close to the face, or bends closely over the work, defective vision should at least be suspected, and the child taken at once to a competent optician.

No use to scold, the only thing that will straighten the back, if the eyes are defective, is a pair of glasses that correct the defect that causes the hump, our glasses are always just right.

Save your broken lenses; we can duplicate them no matter how complicated, and furnish them the same day.

M. O. NOBBE & CO.,  
Opticians,  
Galveston, Tex.

*A Good Kind of Savings Bank Copy, from the Danbury (Conn.) News.*

### Small Savings— How They Grow.

5 cents a day in one year amounts to \$18.25, in ten years, \$182.50.

10 cents a day in one year amounts to \$36.50, in ten years \$365.

25 cents a day in one year amounts to \$91.25, in ten years, \$912.50.

50 cents a day in one year amounts to \$182.50, in ten years, \$1,825.

75 cents a day in one year amounts to \$365, in ten years \$2,737.50.

100 cents a day in one year amounts to \$35, in ten years \$3,650.

The foregoing table does not include interest, which, if added, would increase the results shown.

If you wish to take advantage of above, call and open a savings account with this bank; \$1 will start it.

UNITED SAVINGS BANK.  
United Bank Building,  
Danbury, Conn.